

# What is your Job Profitability?

Revenue is vanity. Profit is sanity. Use this sheet to one you've handed off a project to look back on where your *profits* went?

## Section 1:

### The Reality Check (Calculator)

#### 1. The Expectation

Total Quoted Price (excl. tax): \_\_\_\_\_ \$

Estimated Hours: \_\_\_\_\_ hrs

#### 3. The True Cost

Staff Cost (Hours × Hourly Rate): \_\_\_\_\_ \$

External Costs (Contractors/Materials): \_\_\_\_\_ \$

Overhead Allocation (The hidden killer):  
(Rent, software, admin time, usually 15–20% of revenue) \_\_\_\_\_ \$

#### 2. The Reality

Total Invoiced Amount: \_\_\_\_\_ \$

Actual Hours Worked:  
(Be honest: did you include the unbilled late-night revisions?) \_\_\_\_\_ hrs

#### 4. The Final Score

Net Profit (Invoiced - Costs): \_\_\_\_\_ \$

Profit Margin %: \_\_\_\_\_

## Section 2:

### The Leak Detector (Checkbox Audit)

Instruction: Where did the margin go? Tick every box that happened on this job.

#### The “Friday Memory Test”

(Time Tracking)

- Staff logged hours days (or weeks) after the work was done.
- We guessed how long tasks took rather than using a timer.
- Admin and meeting time wasn't logged against the job.

#### The “Just One More Thing”

(Scope Creep)

- The client asked for “small tweaks” that we didn’t charge for.
- We did work outside the original brief to be “nice.”
- We didn’t send a change order because it felt awkward.

#### The “Discount Trap”

(Billing)

- We discounted the final invoice after the client complained.
- We wrote off hours because we took longer than expected.
- We forgot to bill for expenses (couriers, prints, travel).

#### The Team Mix

(Resourcing)

- A Senior did work that a Junior could have done (inflating costs).
- The team sat idle waiting for client feedback (burning overhead).

## Section 3:

### Your Confidence Score

Instruction: Rate your current operations on a scale of 1 (Mess) to 5 (Control).

1      2      3      4      5

#### Visibility:

I can see exactly which jobs are profitable in real-time.

    

#### Quoting:

Our quotes are accurate based on historical data, not guesses.

    

#### WIP:

I know exactly how much unbilled work is sitting in the pipeline right now.

    

#### Capacity:

I know who is overworked and who is free next week without asking them.

    

## The Diagnosis

### Mostly Unchecked Boxes & High Scores:

You're in Control.

You know your numbers. Now, focus on optimization. Utilize data to refine your niche and further increase margins.

### Many Ticks & Low Scores:

You're Leaking Profit.

Your team is working hard, but your workflow is working against you. You don't need more clients; you need more clarity.

## Stop Guessing. Start Knowing.

Spreadsheets can track data, but they can't tell you the future. WorkflowMAX gives you the visibility to spot leaks before they drain your project.

- ✓ Track time easily (so you capture every billable minute).
- ✓ Manage scope (so you get paid for extra work).
- ✓ See profit in real-time (so you can fix issues, not just regret them).

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No credit card required. Just clarity.

