

New Idea Worksheet

Idea: _____

My "WIN" : _____

I need the following things to implement:

Knowledge: _____

Materials: _____

Actions: _____

Minimum ROI: _____

Timeframe: _____

Budget: _____

Projected Leads: _____

x Projected Conversion Rate: _____

x Average Income Per Trans: _____

GROSS REVENUE: _____

- COST _____

=NET INCOME: _____

*NET INCOME /
COST=ROI*

REMEMBER:

Only undertake those activities that yield a very high return