

Before we deep dive into transforming your copywriting business, let's take a benchmark of where you are now.

This worksheet may be confronting and take a little while to complete but it's important to see where you are now, so you can decide where you want to go!

Got questions? Post them in the FB group to get help with this.

Kate & Belinda



## THE BASICS

DATE								
CURRENT HOURLY RATE	\$							
HOURS AVAILABLE EACH WEEK	M	T	W	T	F	S	S	
TOTAL HOURS								
BILLABLE TIME %								
<i>Tip: Track this using Toggl</i>								
BILLABLE HOURS EACH WEEK	M	T	W	T	F	S	S	
TOTAL BILLABLE HOURS								
HOLIDAY DAYS TAKEN EACH YEAR?								
EARNING POTENTIAL <i>Total hours x hourly rate</i>	WEEKLY		MONTHLY			ANNUAL		
2019 ANNUAL INCOME								

## CLIENTS

MOST LUCRATIVE CLIENT	
PROJECT TYPE	
AVERAGE PROJECT VALUE	
LEAST LUCRATIVE CLIENT	
PROJECT TYPE	
AVERAGE PROJECT VALUE	
I GET MOST ENQUIRES ABOUT...	
I ENJOY DOING .... MOST	
I GET MOST ENQUIRIES FROM...	

## FORWARD PLANNING

NEW HOURLY RATE			
GOAL BILLABLE HOURS %			
DESIRED INCOME <i>Total hours x</i>	WEEKLY	MONTHLY	ANNUAL
% INCREASE <i>Total hours x</i>	WEEKLY	MONTHLY	ANNUAL

