



Revenue Reality Check

SESSION FEE

What is your session fee for private fee-paying clients

MONTHLY SESSIONS

How many billable sessions do you offer per month, on average?

REVENUE POTENTIAL

Multiply your session fee by your monthly available sessions. This sum gives you your revenue potential.

LAST FULL MONTH'S BILLABLES

Go through your diary for the most recent full month that you worked. Identify different fees charged per session.

ACTUAL REVENUE

Was the past month's actual revenue less than your Potential Revenue predicted it should be?

IDENTIFY THE CULPRITS

Identify sessions billed at less than your stated session fee.

- How many sessions bulk billed, "underpaying" revenue streams, no-shows? Etc.

SOLUTIONS

What have you learned about your actual billing habits? Which revenue streams will you scrap or reduce? What policies will you enforce?

IMPLEMENT

You've identified that you're earning less than you'd assumed you should be, and you've identified the culprits and the solutions. Now go put some policies into ACTION. Monitor easily with a monthly average fee comparison

