

Profit Leak Self-Assessment

Identify and Fix Your Business's Hidden Profit Leaks

This simple self-assessment will help you pinpoint areas where your business might be losing money. **Check off** the areas where you need improvement and **take action** to increase profitability.

Expense Management

- Do you review your business expenses at least once a month?
- Have you eliminated any unnecessary software or subscriptions?
- Are you getting the best pricing from your vendors and suppliers?
- Have you negotiated better rates for recurring expenses?
- Do you regularly compare vendors and suppliers for cost efficiency?

Action Plan:

Marketing Efficiency

- Are you tracking ROI for all paid marketing campaigns?
- Do you know your **Cost Per Lead (CPL)** and **Customer Lifetime Value (LTV)**?
- Are you investing in **organic growth strategies** alongside paid ads?
- Are you focusing on **profitable customer acquisition**, not just leads?
- Have you identified which marketing channels bring the highest ROI?

Adjustments to Make:

Cash Flow Management

- Do you have a **cash flow forecast** for the next 6 months?
- Are invoices **paid on time**, or are you struggling with late payments?
- Do you have **3-6 months of cash reserves** for emergencies?
- Have you optimized **vendor payment terms** to improve cash flow?

Next Steps for Cash Flow:

✔ Use **this self-assessment regularly** to track financial leaks and fix them!