BOSS
BUSINESS
COACHING

4 STEP-BY-STEP PROFIT STRATEGIES

TO BOOST YOUR BUSINESS PROFITS



INSTRUCTIONS:

Use this worksheet to implement actionable profit strategies in your business. Complete each section, reflect on your findings, and identify steps to take immediate action.



STEP 1:
REVISIT YOUR PRICING STRATEGY

- **CURRENT PRICING:**
  List your top 3 products or services and their current prices:

  1. _____
  2. _____
  3. _____

- **ACTION PLAN:**
  - Are your prices aligned with the value you provide? (Circle one): Yes / No
  - What percentage increase can you test for these offerings? (e.g., 5-10%)

    _____

  - Set a date to implement your price adjustments:

    _____

    _____

STEP 2:
IDENTIFY AND FOCUS ON HIGH-VALUE CUSTOMERS



- **CUSTOMER SEGMENTATION:**
  Who are your top 5 most profitable customers?

1. _____
2. _____
3. _____
4. _____
5. _____

- **RETENTION STRATEGY:**
  - What incentives can you offer to retain these customers?

_____

_____

_____

_____

_____

  - How can you upsell or cross-sell additional products/services to these customers?

_____

_____

_____

_____

_____

STEP 3:
REDUCE UNNECESSARY EXPENSES



- **EXPENSE AUDIT:**
  - List your top 5 recurring expenses:

1. _____
2. _____
3. _____
4. _____
5. _____

- **COST-SAVING PLAN:**
  - Which expenses can you reduce or eliminate?

_____

_____

_____

_____

_____

  - Can you renegotiate terms with suppliers or switch providers?

_____

_____

_____

_____

_____

STEP 4:
UPSELL AND CROSS-SELL TO EXISTING CUSTOMERS

- **UPSELLING OPPORTUNITIES:**
  - Which products or services complement your top sellers?

    _____

    _____

    _____

  - Create a special bundle or limited-time offer:

    _____

    _____

    _____

- **PROMOTION PLAN:**
  - How will you inform your customers about these upselling opportunities? (e.g., email, social media, in-person)

    _____

    _____

- **REFLECTION & NEXT STEPS:**
  - What is the one action you will implement immediately from each step?

    Step 1: _____

    Step 2: _____

    Step 3: _____

    Step 4: _____

    Step 5: _____

  - Set a follow-up date to review progress: _____

TAKE ACTION TODAY!

By completing and acting on this worksheet, you'll start to see improvements in your profits, cash flow, and business growth.