Making the Most of Your Revenue - WSI Internet Marketing Franchisee

by Jamshaid Hashmi

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Many WSI franchise owners focus on how to increase revenue.

That most certainly is an important aspect of any business â€" the more money coming in, the better. However, there is also value to learning how to make the most of the revenue you already have, so that every dollar coming in is being used to its best effect.

An effective way to do this is to do an analysis of the time you spend on certain projects, and what those projects bring in compared to what expenses you have to lay out for them.

The following numbers are purely for this exercise, but suppose that for each customer you bring on board, you hypothetically earn 50 new dollars per week. Thatâ€™s the increased revenue, and itâ€™s goo on the face of it. However, suppose youâ€™re spending $20 a week in gas and food in order to drum up this new business of yours. Already nearly half your new revenue from that first customer gets eaten up in costs. So, thereâ€™s an area that youâ€™ve identified as in need of inspection: How can you reduce the amount of time you spend driving as part of your lead-generation activities?

Each of the areas you control can benefit from a similar cost/benefit analysis.

The amount of time you spend working on client projects, what kind of equipment needs you personally have and so forth. Identify the areas where the ratio of cost and benefit are at their narrowest (ie, where costs most closely approach revenue), and youâ€™ve found the areas that could benefit the most from cost-cutting. This kind of effort will free up a great deal of revenue you barely realized you had, and make your business more profitable without needing to add a single new client to the mix.

Learn more about the profitable opportunities behind self-employment at http://bit.ly/WSIFranchise_MarketPotential

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Jamshaid Hashmi - About Author:
About us :-
WSI Franchise Opportunity: WSI is the world's leading Internet Marketing Franchise providing affordable Internet solutions to small and medium sized business. WSI is the world's leading Internet Marketing.

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