

What Does It Take to Make My Business Self-Sustaining?



Business
Growth
Simplified

Use this worksheet to calculate the amount of income your business needs to generate annually to step away from it and provide your dream lifestyle. Find out more in the blog post titled [How Big Do You Need to Grow Your Business for Self-Sustainability?](#) This is a 3-step process:

1. How much do you want your business to pay you even when you're not there?
2. On average, what is your business' annual net profit margin?
3. Calculate how much revenue your business must generate to create your needed income.

1. How much do you want your business to pay you even when you're not there?

You get this from Step 1 of the SPARC Business Growth process. If you know what you want from your life, how much does it cost annually to live this life. If you have a financial planner, he/she helped you figure out how much you need to retire.

This is the same process but the beauty here is your business get you there in 3 years or less. It will take a decade or more to save this amount of money necessary using paper securities! This the reason we recommend a business self-sustainability strategy.

Your Desired Annual Income = \$

2. On average, what is your business' annual net profit margin?

You may want to estimate this by looking at the past 3 years. Or, look at your best years and make this the profit requirement for your business going forward. Note: whatever you come up with becomes the performance requirement for the person managing your business from this point forward.

Your Average Annual Profit Margin = %

3. Calculate your business' Annual Revenue Requirement

Using the numbers from the previous two steps you can now calculate how much you need to grow your topline revenue to step away from your business with the life you dream. Divide *Your Desired Annual Income* by *Your Annual Profit Margin* to calculate your *Required Annual Revenue*.

$$\begin{array}{ccccc} \boxed{\$} & = & \boxed{\$} & \div & \boxed{\%} \\ \text{Required Annual Revenue} & & \text{Your Desired Annual Income} & & \text{Your Annual Profit Margin} \end{array}$$

Checklist for Achieving Business Self-Sustainability

To achieve business self-sustainability, your business will need to run without you. That means you must create systems. But, at the core of systems are parameters which the system uses to generate the desired outcome. In business, these parameters are not just financial.

Here is a line of questioning used within the SPARC Business Growth Framework to lead you toward defining the necessary parameters to grow a self-sustaining business. They are critical factors for [Tuning Your Revenue Engine](#).

1. Reconnect with your “WHY” (What did you think your business would give you beside money?)
2. At what business growth stage are you currently? (Your stage sets your business growth goal)
3. Which of the 8 business growth factors need attention in your business? (*Hint: It's not just sales!*)
4. Do you know how much revenue your business can generate with your current resources?
5. Is it enough to achieve the Required Annual Revenue you calculated?
6. If not, how much will it cost you to add capacity to get there?
7. How many more sales do you need to reach your Maximum Capacity?
8. How much activity is needed daily, weekly, and monthly to achieve your sales goal?
9. How much more marketing do you need to generate the leads to hit your Maximum Capacity?

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Related Reading and Content

The following content will help you understand the importance of the questions on the previous page.



[How to Get Life Independence and Financial Freedom Using Your Business](#)

[What Is a Self-Sustaining Business?](#)

[3 Stages to Rapidly Achieving a Self-Sustaining Business](#)

[What is Your Business Growth Stage?](#)

[8 Business Growth Factors You Can Influence and Grow Your Business](#)

[Tuning Your Revenue Engine –Overview Video](#)

[Understanding Cause and Effect: What Do You Measure?](#)

[Knowing Your Operational Capacity: Avoid Blowing Your Revenue Engine](#)

[Maximize Revenue by Selling Your Excess Capacity](#)

[5 Steps to Establishing a Repeatable and Sustainable Business](#)

You can get step-by-step instructions on how to figure this out and implement it in your business with the Business Growth Simplified DIY Membership. Find out more by clicking the button below:

[Find Out More...](#)