Monthly Revenue Goal Worksheet

Translate a revenue target into a number of jobs, then check whether your schedule can support it.

Printable PDF. Enter your values and calculate with a separate calculator; this file does not calculate automatically.

The calculation

Jobs needed = monthly revenue goal / average revenue per job (round up to the next whole job)

INPUT / RESULT	GUIDANCE	YOUR VALUE
A. Monthly revenue goal	Amount	
B. Average revenue per job	Must be greater than 0	
C. Calculated jobs needed	A / B	
D. Whole jobs needed	Round C up	
E. Total labor hours per job	Include travel / setup	
F. Labor hours needed	D x E	
G. Available monthly labor hours	After other duties	
H. Capacity gap or spare hours	G - F	

Use one currency throughout. Date: _____ Service / scenario: _____

Worked example

A $3,000 monthly revenue target / $120 average job = 25 jobs. If each job needs 3 labor hours including travel and setup, you need 75 labor hours. With 60 available hours, the plan is short by 15 hours.

Illustrative values only. These are not recommended market rates or promises of results.

How to use your result

Base the average job value on the mix of work you realistically expect. For a mix of services, divide expected total revenue by expected total jobs. Recheck the result when your prices or mix change.

Keep the result in context

Revenue is not profit or take-home pay. Capacity does not guarantee bookings. Allow time for enquiries, administration, cancellations, and gaps between jobs. For a zero revenue target, the required job count is zero.

Your next decision

Which assumption needs checking before you spend money, quote a job, or commit to a schedule?

Continue with the practical decision guide and worksheet on the next pages.

Use a service mix and check capacity

Work through the decision

A monthly target is more useful when linked to the mix of work you expect. One average price can hide very different job lengths. List expected jobs and prices by service, then calculate total revenue and total labor hours. Include travel, preparation, and job administration consistently.

Distinguish billable capacity from total working hours. A 120-hour month may include customer communication, marketing, scheduling, supply runs, and gaps between jobs. Do not allocate all 120 hours to booked service work. If more than one worker is involved, keep person-hours separate from appointment clock time.

A situation to learn from

Illustrative mix: 10 jobs at $120 produce $1,200; six jobs at $180 produce $1,080. Total revenue is $2,280 from 16 jobs, so average revenue per job is $142.50. If the first service takes three labor hours and the second four, required labor is 30 + 24 = 54 hours. A target of $3,000 still has a $720 revenue gap.

How to respond

Test a cautious month: fewer confirmed jobs, delayed bookings, or longer job times. A calculated target does not create demand. If required hours exceed available hours, assess scope, route, realistic pricing, or the target itself. Avoid solving a capacity gap only by assuming faster work without evidence.

Service mix planner

Use this page with your own service and circumstances. Record assumptions separately from confirmed facts, and update the plan using actual work.

Service / expected jobs / average revenue per job

Expected revenue = jobs x price

Total person-hours per job / expected monthly person-hours

Revenue gap / capacity gap / assumption to test

Review before taking the next step

Before committing: Which jobs are already booked and which are assumptions? What time is protected for non-job duties? What happens if one booking is cancelled?

- [ ] Average price based on a stated mix.
- [ ] Job count rounded up where required.
- [ ] Non-job time allowed.
- [ ] Revenue kept separate from profit and owner pay.

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