PROFIT FIRST ACTION WORKSHEET

A practical starting point for a cleaning business that rewards you — not just keeps you busy.

1 Find out where you are now

Use the last 3 complete months. Work excluding VAT where applicable, and include a realistic cost for your own work.

Average monthly sales (excluding VAT)	£ _____
Average monthly direct cleaning costs (wages, on-costs, travel, products)	£ _____
Average monthly overheads + value of owner's work not already included	£ _____
Monthly profit = Sales − All costs above	£ _____
Current profit margin = Monthly profit ÷ Sales × 100	_____ %

2 Set a realistic target

My target profit margin	_____ %
Monthly profit at that margin = Sales × Target %	£ _____
Difference between target and current monthly profit	£ _____

3 Choose your highest-impact changes

Where could you improve? Think pricing, job profitability, travel time, staffing, recurring overheads or unpaid extras.

1. _____
2. _____
3. _____

4 Make a 30-day commitment

The ONE action I will take first	
Who will do it / by when?	
Date of my next financial review	

MONTHLY CHECK-IN: Compare sales, total costs, profit, margin and available cash. What improved? What needs attention?

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