

A Force for Good

Sell Less. Profit More.

Unlock smarter, more sustainable growth.

What Generates Profit Clarifier™

What Generates Profit Clarifier™

What Generates Profit?

What Generates Profit refers to the specific products and services the customer buys and the monthly profitability for your business. It includes:

- What's selling most consistently
- What's generating the highest profit margins per unit
- And where's contributing the most total profit overall

Why should you focus on what's truly generating the most profit for your business?

They can show you what's truly generating the most profit for your business.

What Generates Profit

Customer Demand

Financial Return

Objectives

This tool is designed to help you explore your many products and services, which solutions are most profitable.

You will create a list of all your products and services and identify the:

1. Which products and services are most consistently selling
2. Which products and services have the highest profit per unit
3. Which products and services are generating the most profit for your business

Process

1. List the products and services
2. Analyze the data
3. Identify the most profitable

What Generates Profit Clarifier™

PART ONE: LIST THE SOLUTIONS YOU SELL

List all your products and services in the table on the next page. For each company, add the following:

- Unit Price (\$): The amount you charge the customer for one unit of

- Unit Cost (\$): The amount you pay to produce or deliver one unit

- Unit Gross Margin (\$): The profit earned per unit of the unit sold

- Gross Margin (%): The percentage of revenue that remains after

- Unit Gross Margin (\$): The amount you pay to produce or deliver one unit

- Working Period Weeks (WPW) (Number of Weeks): The total number of

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Ask Yourself

- Are you selling lots of things—but unsure which ones are truly fueling your growth?
- Do you feel like you're working harder but not seeing a rise in profitability?
- Are you guessing which products deserve more attention, and which should be let go?
- Do you long to build a business that grows value and revenue—without draining your energy?

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What Generates Profit

What Generates Profit

refers to the specific products and services that are driving both strong customer value and healthy profitability for your business.

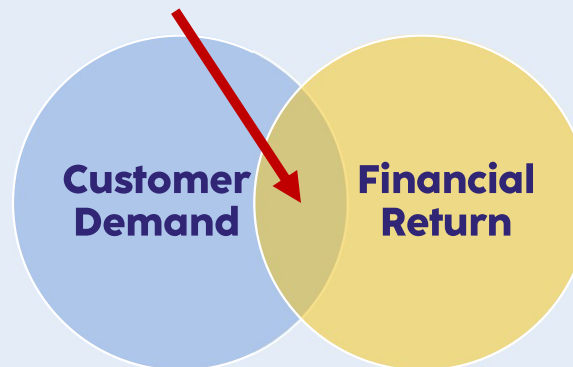
It includes a clear-eyed analysis of:

1. What's **selling** most consistently
2. What's generating the highest **profit margins** per unit
3. And what's contributing the most **total profit** overall

What Generates Profit

Knowing **What Generates Profit** helps you focus on the intersection of customer demand and financial return—so you can double down on what's truly working to fuel sustainable growth.

What Generates Profit



Understanding Profit

- Revenues come from the sales of your products and services.
- COGs are the costs to produce, acquire, or deliver your products and services.
- Gross Profit is what remains after COGs of your Revenue.
- Gross Profit fuels the operations, growth, and prosperity of your company.
- The more Gross Profit you have, the more you can invest in purpose, operations, growth, and pay shareholders.

*Today we are looking for what drives the most **gross profit**.*

INCOME STATEMENT	
For the Years Ending December 31, 2017	
REVENUES:	
Sales Revenue	\$500,000
Other Revenue	\$0
(Less Sales Returns & Allowances	0
TOTAL REVENUES	\$500,000
Cost of Goods Sold	150,000
GROSS PROFIT	\$350,000
EXPENSES:	
Accounting	\$2,500
Advertising	25,000
Amortization	0
Bad Debt	1,000
Depreciation	50,000
Employee Payroll Tax	15,000
Employee Wages	100,000
Entertainment	0
Insurance	2,000
Interest Expense	12,000
Miscellaneous	5,000
Rent	24,000
Software	0
Telephone	2,500
Utilities	7,000
Web Hosting	500
Vehicle Expense	12,000
-	0
-	0
-	0
-	0
TOTAL EXPENSES	\$258,500
NET INCOME BEFORE TAXES	\$91,500
Less Income Tax Expense	0
NET INCOME	\$91,500



What Generates Profit Example

Product/Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
Starter Plan	\$49	\$5	\$44	90%	1200	1200	\$58,800	\$49	\$6,000	\$52,800	90%
Pro Plan	\$199	\$20	\$179	90%	800	800	\$159,200	\$199	\$16,000	\$143,200	90%
Enterprise Plan	\$799	\$150	\$649	81%	150	150	\$119,850	\$799	\$22,500	\$97,350	81%

SaaS Company

- **Highest number of customers:** Starter Plan (1,200)
- **Highest unit volume sales:** Starter Plan (1,200 units)
- **Highest profit per unit:** Enterprise Plan (\$649)
- **Highest total gross profit dollars:** Pro Plan (\$143,200)

What Generates Profit:

- The **Pro Plan** stands out as the best balance of high sales and high profitability.
- The **Enterprise Plan** yields the highest per-unit profit but serves fewer customers.
- The **Starter Plan** drives volume, which is valuable for upsell potential.



What Generates Profit Example

Product/Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
PainRelief XR	\$120	\$25	\$95	79%	20,000	18,000	\$2,400,000	\$ 133	\$ 500,000	\$2,000,000	79%
SleepAid Plus	\$85	\$20	\$65	76%	15,000	12,000	\$1,000,000	\$ 106	\$ 300,000	\$975,000	76%
ImmunoBoost	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$ 310	\$ 475,000	\$1,000,000	69%

Pharma Company

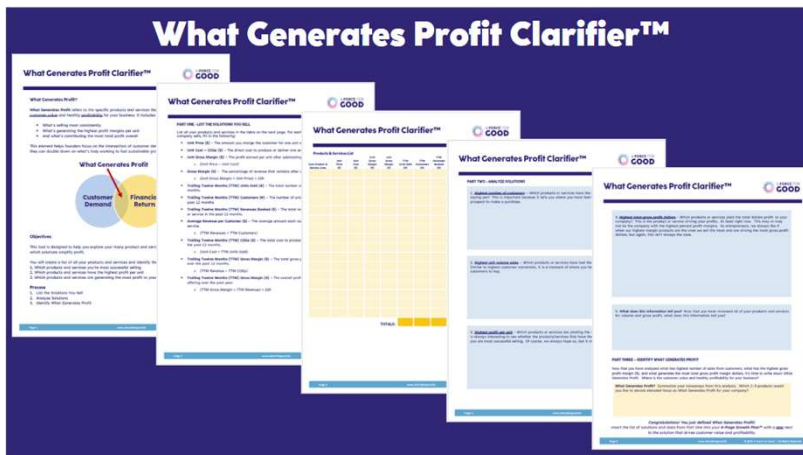
- **Highest number of customers:** PainRelief XR (18,000)
- **Highest unit volume sales:** PainRelief XR (20,000)
- **Highest profit per unit:** ImmunoBoost (\$215)
- **Highest total gross profit dollars:** PainRelief XR (\$1.9M)

What Generates Profit:

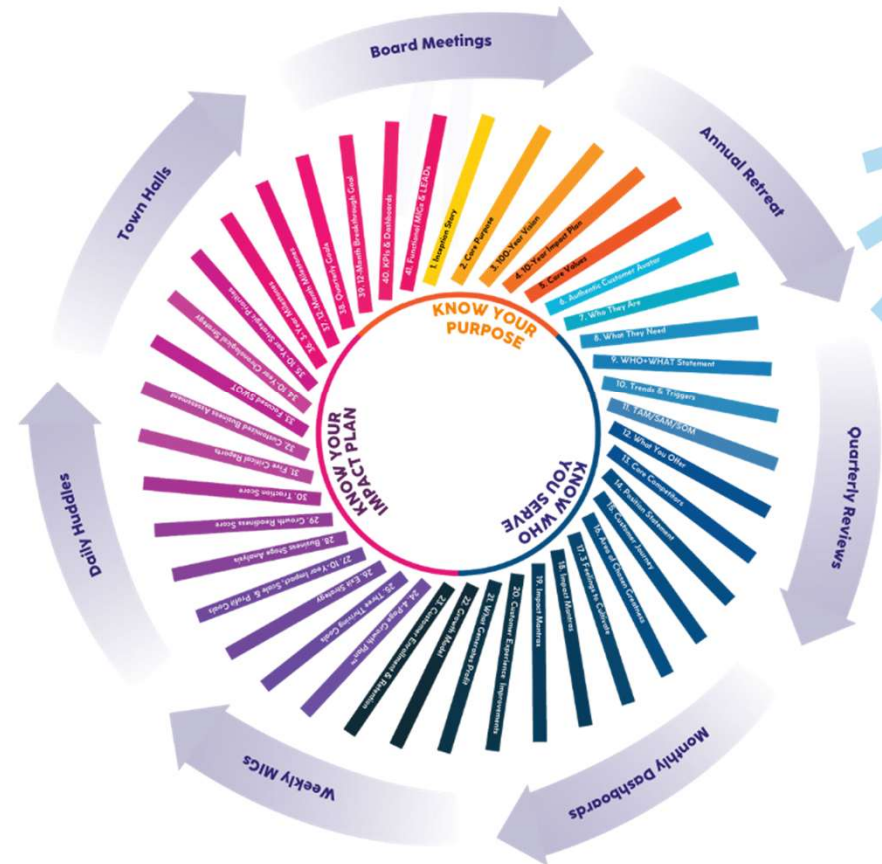
- **PainRelief XR** is the clear driver of volume and profit.
- **ImmunoBoost**, while high in margin, has limited reach.
- Doubling down on PainRelief XR while growing ImmunoBoost strategically could yield strong returns.

A FORCE FOR GOOD Today's Focus

- Core Growth Element: **What Generates Profit**
- Today's Tool: What Generates Profit Clarifier™
- Workshop Goals:
 1. Use the What Generates Profit Clarifier™
 2. Define What Generates Profit
 3. Identify one High-Leverage Habit and one High-Potency Action.
- Download the *What Generates Profit Clarifier™* now!



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Why Founders Avoid Defining 'What Generates Profit'

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- **They're too busy working *in* the business.**
Daily operations and client demands crowd out strategic reflection, even when profitability is on the line.
- **They assume they already know.**
Many founders trust their intuition about what's working—without actually looking at the data.
- **It feels overwhelming to gather the numbers.**
They don't have clear financial reporting—or fear what the numbers might reveal.
- **The team is emotionally attached to low-margin offerings.**
Legacy services or pet projects get protected, even if they drain resources.
- **They've never seen profit clarity modeled.**
Most early-stage companies focus on top-line revenue, not bottom-line results.
- **It surfaces hard choices.**
This process may highlight the need to sunset offerings, restructure pricing, or shift team priorities—decisions that can feel disruptive or uncomfortable.

*Not all revenue is **good** revenue.*



Why It's Worth the Time to Define 'What Generates Profit'

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- **You discover your most powerful levers for growth.**
Knowing what generates profit allows you to double down on what works—and grow with confidence.
- **You align your team around what matters.**
Everyone—from marketing to ops—can focus on the offerings that truly drive results.
- **You unlock smarter pricing, packaging, and promotion.**
Profit data becomes the foundation for more strategic decisions across the business.
- **You identify waste and opportunity.**
You can reduce investment in underperforming offerings and redirect resources toward high-margin winners.
- **You become investor-ready.**
Clear data on profitability strengthens your story with funders, partners, and acquirers.
- **You build a company that can scale and sustain.**
Prioritizing what drives customer value *and* profit is how high-impact companies grow without burning out.

***Scale what works.
Drop what drains.***



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- The image displays four copies of the 'FFG 4-Page Growth Plan™ (APCP)' template. The central copy is highlighted with a large yellow oval. The template is titled 'FFG 4-Page Growth Plan™ (APCP)' and 'A FORCE FOR GOOD'. It includes a 'Sales Profit - Products & Services (Update Monthly)' table with the following columns: Unit Price (\$), Unit Cost (\$), Unit Gross Margin (\$), TTM Units Sold (K), TTM Customers (K), TTM Revenues Booked (\$), TTM Gross Customer (\$), TTM COGS (\$), and TTM Gross Margin (\$). Below the table is a 'Customer Enrollment & Retention Funnel' diagram showing a progression from 'Prospects' to 'Qualified Prospects' to 'Customers' to 'Matured Customers & Local Ambassador'. The template also includes sections for '12-Month Customer Enrollment Goals' and 'Suspects to Prospects' and 'Prospects to Customers' ratios.



What Generates Profit Clarifier™

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List the Solutions Your Sell

Analyze Solutions

Identify What Generates Profit



What Generates Profit Clarifier™

This tool is designed to help you explore your many product and service offerings, and identify which solutions amplify profit.

You will create a list of all your products and services and identify the following:

1. Which products and services you're most successful selling
2. Which products and services have the highest profit per unit
3. Which products and services are generating the most profit to your company overall



For each product or service your company sells, fill in the following:

- Unit Price (\$)
- Unit Cost – COGs (\$)
- Unit Gross Margin (\$)
- Gross Margin (%)
- Trailing Twelve Months (TTM) Units Sold (#)
- Trailing Twelve Months (TTM) Customers (#)
- Trailing Twelve Months (TTM) Revenues Booked (\$)
- Average Revenue per Customer (\$)
- Trailing Twelve Months (TTM) COGs (\$)
- Trailing Twelve Months (TTM) Gross Margin (\$)
- Trailing Twelve Months (TTM) Gross Margin (%)

Let's walk through each of these individually.

[illegible]



What Generates Profit Clarifier™

Product/ Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
Product 1	\$120	\$25	\$95	79%	20,000	18,000	\$2,400,000	\$ 133	\$ 500,000	\$2,000,000	79%
Product 2	\$85	\$20	\$65	76%	15,000	12,000	\$1,000,000	\$ 106	\$ 300,000	\$975,000	76%
Product 3	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$ 310	\$ 475,000	\$1,000,000	69%

Part 1 – List the Solutions You Sell, cntd.

Unit Price (\$) – The amount you charge the customer for one unit of a product or service.

Product/ Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
Product 1	\$120	\$25	\$95	79%	20,000	18,000	\$2,400,000	\$ 133	\$ 500,000	\$2,000,000	79%
Product 2	\$85	\$20	\$65	76%	15,000	12,000	\$1,000,000	\$ 106	\$ 300,000	\$975,000	76%
Product 3	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$ 310	\$ 475,000	\$1,000,000	69%

Part 1 – List the Solutions You Sell, cntd.

Unit Cost – COGs (\$) - The direct cost to produce or deliver one unit (Cost of Goods Sold).

Product/ Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
Product 1	\$120	\$25	\$95	79%	20,000	18,000	\$2,400,000	\$ 133	\$ 500,000	\$2,000,000	79%
Product 2	\$85	\$20	\$65	76%	15,000	12,000	\$1,000,000	\$ 106	\$ 300,000	\$975,000	76%
Product 3	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$ 310	\$ 475,000	\$1,000,000	69%

Part 1 – List the Solutions You Sell, cntd.

Unit Gross Margin (\$) - The profit earned per unit after subtracting unit cost from unit price.

$$(Unit Price - Unit Cost)$$

Product/ Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
Product 1	\$120	\$25	\$95	79%	20,000	18,000	\$2,400,000	\$ 133	\$ 500,000	\$2,000,000	79%
Product 2	\$85	\$20	\$65	76%	15,000	12,000	\$1,000,000	\$ 106	\$ 300,000	\$975,000	76%
Product 3	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$ 310	\$ 475,000	\$1,000,000	69%

Part 1 – List the Solutions You Sell, cntd.

Gross Margin (%) - The percentage of revenue that remains after covering unit costs.

$$(Unit\ Gross\ Margin \div Unit\ Price) \times 100$$



What Generates Profit Clarifier™

Product/ Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
Product 1	\$120	\$25	\$95	79%	20,000	18,000	\$2,400,000	\$ 133	\$ 500,000	\$2,000,000	79%
Product 2	\$85	\$20	\$65	76%	15,000	12,000	\$1,000,000	\$ 106	\$ 300,000	\$975,000	76%
Product 3	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$ 310	\$ 475,000	\$1,000,000	69%

Part 1 – List the Solutions You Sell, cntd.

- **Trailing Twelve Months (TTM) Units Sold (#)** – The total number of units sold over the past 12 months.



What Generates Profit Clarifier™

Product/ Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
Product 1	\$120	\$25	\$95	79%	20,000	18,000	\$2,400,000	\$ 133	\$ 500,000	\$2,000,000	79%
Product 2	\$85	\$20	\$65	76%	15,000	12,000	\$1,000,000	\$ 106	\$ 300,000	\$975,000	76%
Product 3	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$ 310	\$ 475,000	\$1,000,000	69%

Part 1 – List the Solutions You Sell, cntd.

Trailing Twelve Months (TTM) Customers (#) - The number of unique customers who purchased at least 1 unit of the product/service over the past 12 months.

Product/ Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customer (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
Product 1	\$120	\$25	\$95	79%	20,000	18,000	\$2,400,000	\$ 133	\$ 500,000	\$2,000,000	79%
Product 2	\$85	\$20	\$65	76%	15,000	12,000	\$1,000,000	\$ 106	\$ 300,000	\$975,000	76%
Product 3	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$ 310	\$ 475,000	\$1,000,000	69%

Part 1 – List the Solutions You Sell, cntd.

Trailing Twelve Months (TTM) Revenues Booked (\$) - The total revenue earned from this product or service in the past 12 months.

Product/ Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
Product 1	\$120	\$25	\$95	79%	20,000	18,000	\$2,400,000	\$ 133	\$ 500,000	\$2,000,000	79%
Product 2	\$85	\$20	\$65	76%	15,000	12,000	\$1,000,000	\$ 106	\$ 300,000	\$975,000	76%
Product 3	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$ 310	\$ 475,000	\$1,000,000	69%

Part 1 – List the Solutions You Sell, cntd.

Average Revenue per Customer (\$) – The average amount each customer spent on this product or service.

(TTM Revenues ÷ TTM Customers)

Product/Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
Product 1	\$120	\$25	\$95	79%	20,000	18,000	\$2,400,000	\$133	\$500,000	\$1,000,000	79%
Product 2	\$85	\$20	\$65	76%	15,000	12,000	\$1,000,000	\$83	\$300,000	\$975,000	76%
Product 3	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$400	\$475,000	\$1,000,000	69%

Part 1 – List the Solutions You Sell, cntd.

Trailing Twelve Months (TTM) COGs (\$) – The total cost to produce or deliver all units sold over the past 12 months.

$$(Unit\ Cost \times TTM\ Units\ Sold)$$



What Generates Profit Clarifier™

Product/ Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COG (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
Product 1	\$120	\$25	\$95	79%	20,000	18,000	\$2,400,000	\$ 133	\$ 500,000	\$2,000,000	79%
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Product 3	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$ 310	\$ 475,000	\$1,000,000	69%

Part 1 – List the Solutions You Sell, cntd.

Trailing Twelve Months (TTM) Gross Margin (\$) - The total gross profit for this product or service over the past 12 months.

$$(TTM \text{ Revenue} - TTM \text{ COGs})$$



What Generates Profit Clarifier™

Product/ Service	Unit Price (\$)	Unit Cost COGs (\$)	Unit Gross Margin (\$)	Gross Margin (%)	TTM Units Sold (#)	TTM Customers (#)	TTM Revenues Booked (\$)	Avg Revenue per Customer (\$)	TTM COGs (\$)	TTM Gross Margin (\$)	TTM Gross Margin (%)
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Product 3	\$310	\$95	\$215	69%	5,000	5,000	\$2,000,000	\$ 310	\$ 475,000	\$1,000,000	69%

Part 1 – List the Solutions You Sell, cntd.

Trailing Twelve Months (TTM) Gross Margin (%) – The overall profit margin percentage for this offering over the past year.

$$(TTM\ Gross\ Margin \div TTM\ Revenue) \times 100$$



What Generates Profit Clarifier™

Part 1 – List the Solutions You Sell

Now you have your data filled into the table.

- Unit Price (\$)
- Unit Cost – COGs (\$)
- Unit Gross Margin (\$)
- Gross Margin (%)
- Trailing Twelve Months (TTM) Units Sold (#)
- Trailing Twelve Months (TTM) Customers (#)
- Trailing Twelve Months (TTM) Revenues Booked (\$)
- Average Revenue per Customer (\$)
- Trailing Twelve Months (TTM) COGs (\$)
- Trailing Twelve Months (TTM) Gross Margin (\$)
- Trailing Twelve Months (TTM) Gross Margin (%)

The screenshot displays the 'What Generates Profit Clarifier™' tool interface. It features a sidebar on the left with navigation options: 'What Ge', 'What Ge', and 'What Ge'. The main area is titled 'What Generates Profit Clarifier™' and contains a 'Products & Services List' table. The table has columns for 'Core Product & Service Lines', 'Unit Price (\$)', 'Unit Cost (\$)', 'Unit Gross Margin (\$)', 'Unit Gross Margin (%)', 'TTM Units Sold (#)', 'TTM Customers (#)', 'TTM Revenues Booked (\$)', 'Avg Rev. Per Customer (\$)', 'TTM COGs (\$)', 'TTM Gross Margin (\$)', and 'TTM Gross Margin (%)'. The table is currently empty, with a 'TOTALS' row at the bottom. The interface also includes a 'Process' section with steps: 1. List it, 2. Analy, 3. Identify. The footer shows the website 'www.aforceforgood.biz' and copyright information '© 2023 A Force for Good | All Rights Reserved'.



What Generates Profit Clarifier™

Part 2 – Analyze Solutions

1. **Highest number of customers** – Which products or services have the highest number of customers saying yes? This is important because it tells you where you have had the most success enrolling a prospect to make a purchase.
2. **Highest unit volume sales** – Which products or services have had the most individual units sold? Similar to highest customer conversion, it is a measure of where you have had success moving customers to buy.
3. **Highest profit per unit** - Which products or services are yielding the most profit per unit sold? It is always interesting to see whether the products/services that have the highest profit are the ones you are most successful selling. Of course, we always hope so, but it often isn't the case.

What Generates Profit Clarifier™



PART TWO - ANALYZE SOLUTIONS

1. **Highest number of customers** – Which products or services have the highest number of customers saying yes? This is important because it tells you where you have had the most success enrolling a prospect to make a purchase.

2. **Highest unit volume sales** – Which products or services have had the most individual units sold? Similar to highest customer conversion, it is a measure of where you have had success moving customers to buy.

3. **Highest profit per unit** - Which products or services are yielding the most profit per unit sold? It is always interesting to see whether the products/services that have the highest profit are the ones you are most successful selling. Of course, we always hope so, but it often isn't the case.




What Generates Profit Clarifier™

Part 2 – Analyze Solutions, Cntd.

4. **Highest total gross profit dollars** - Which products or services yield the total dollars profit to your company?
 - This is the product or service driving your profits. At least right now.
 - This may or may not be the company with the highest percent profit margins.
 - Ideally, our highest margin products are the ones we sell the most and are driving the most gross profit dollars.
5. **What does this information tell you?** Now that you have reviewed all your products and services for volume and gross profit, what does this information tell you?

What Generates Profit Clarifier™



4. **Highest total gross profit dollars** - Which products or services yield the total dollars profit to your company? This is the product or service driving your profits. At least right now. This may or may not be the company with the highest percent profit margins. As entrepreneurs, we always like it when our highest margin products are the ones we sell the most and are driving the most gross profit dollars, but again, this isn't always the case.

5. **What does this information tell you?** Now that you have reviewed all of your products and services for volume and gross profit, what does this information tell you?

PART THREE – IDENTIFY WHAT GENERATES PROFIT

Now that you have analyzed what has highest number of sales from customers, what has the highest gross profit margin (%), and what generates the most total gross profit margin dollars, it's time to write down What Generates Profit. Where is the customer value and healthy profitability for your business?

What Generates Profit? Summarize your takeaways from this analysis. Which 1-3 products would you like to devote elevated focus as What Generates Profit for your company?

Congratulations! You just defined What Generates Profit!
Insert the list of solutions and data from Part One into your **4-Page Growth Plan™** with a **star** next to the solution that drives customer value and profitability.

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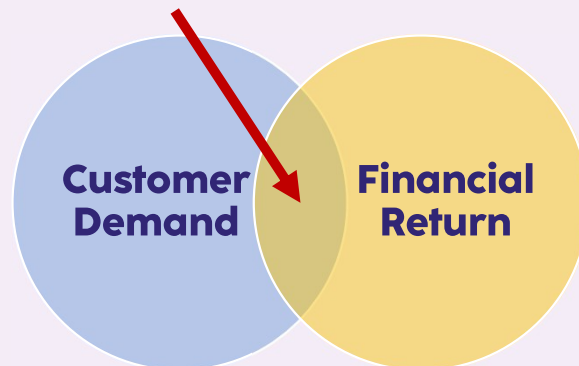


What Generates Profit Clarifier™

Part 3 – Identify What Generates Profit

What Generates Profit? Summarize your takeaways from this analysis. Which products would you like to devote elevated focus as *What Generates Profit* for your company?

What Generates Profit



What Generates Profit Clarifier™



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Pause to Acknowledge Wisdom

New Clarity, Deeper Knowing. Practical Power.

- Clarified which offerings drive your business
- Identified where to double down
- Spotted low-margin distractions
- Found opportunities to optimize
- Chose a focused path for growth

***Profit isn't selfish—
it's sustainable.***



The image displays four sample pages of the FFC 4-Page Growth Plan™ (APCP) for a company named 'GOOD'. The pages are designed to help a business owner define their vision, mission, core values, and strategic objectives, and then track their financial performance over time.

Page 1: Vision Statement and Mission Statement

Vision Statement: To be the leading provider of high-quality, sustainable products and services in the market.

Mission Statement: To provide high-quality, sustainable products and services to our customers, while maintaining a strong commitment to environmental and social responsibility.

Core Values: Integrity, Innovation, Sustainability, Customer Focus, Teamwork.

Strategic Objectives: Increase market share, improve operational efficiency, enhance customer satisfaction, and maintain a strong commitment to environmental and social responsibility.

Page 2: Financial Projections and SWOT Analysis

Financial Projections: A table showing projected revenue, expenses, and profit over a 5-year period. The table includes columns for Year 1, Year 2, Year 3, Year 4, and Year 5.

SWOT Analysis: A table showing the company's strengths, weaknesses, opportunities, and threats.

Page 3: Financial Projections and SWOT Analysis

Financial Projections: A table showing projected revenue, expenses, and profit over a 5-year period. The table includes columns for Year 1, Year 2, Year 3, Year 4, and Year 5.

SWOT Analysis: A table showing the company's strengths, weaknesses, opportunities, and threats.

Page 4: Financial Projections and SWOT Analysis

Financial Projections: A table showing projected revenue, expenses, and profit over a 5-year period. The table includes columns for Year 1, Year 2, Year 3, Year 4, and Year 5.

SWOT Analysis: A table showing the company's strengths, weaknesses, opportunities, and threats.

[illegible]



High-Leverage Habits

- **What Are High-Leverage Habits?** Repeated habits that generate breakthrough results
- **What weekly or monthly habit would keep you aligned with What Generates Profit?**
 - Review top 3 gross profit drivers monthly
 - Meet with finance to adjust pricing quarterly
 - Track gross margin % on weekly team meeting
 - Share profit insights at monthly All Hands Meeting
 - Eliminate one low-profit offering per quarter

Profit is where purpose and performance meet.

Choose one
**HIGH-
LEVERAGE
HABIT**
you will start this
week.



Identify High-Potency Action

- **What is a High-Potency Action?** – A bold, intentional action to move your business forward
- **What one thing could you do this week to integrate your offer?**
 - Cut one underperforming service
 - Invest more marketing in your top performer
 - Interview top customers about most-loved offers
 - Reprice high-cost offerings with low margins
 - Present findings to your team and align priorities

You can't scale everything. Know what to scale first.

Choose one
**HIGH-POTENCY
ACTION**
you will take this
week.



What We Did Today ✨

- Defined one Core Growth Element: **What Generates Profit**
- Learned how to use the What Generates Profit Clarifier™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit
- Committed to a High-Potency Action

Powerful growth begins with precise intention.



A FORCE FOR
GOOD

The Book

- Learn more about the What Generates Profit and What Generates Profit Clarifier™ in **Chapter 6**
- Purchase the book and gain access to receive the **Force for Good ToolKit™**.
- Instructions for each tool.
- The full Force for Good System™

aforceforgood.biz/book





Force for Good Tool of the Week

- Every week we launch a new tool and masterclass.
- Get the recording and links by signing up.

aforceforgood.biz/weekly-tool



A **FORCE** FOR
GOOD

Growth Accelerator

- Install the full Force for Good System™
- Install the system of propelling exponential, high-impact growth into your company.
- 12-Module Online System.
- Videos, tools, assessments.
- Alone or with your team.
- Tiered pricing starting at \$599.

aforceforgood.biz/accelerator



Thank you!

Free FFG Tool of the Week:
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