

What is Your Growth Model?

Once you have built your [Customer Enrollment & Retention Funnel](#), the next question to consider is: *how many customers would you like to move through your funnel on a monthly and annual basis?*

The Growth Model Builder™ is your step-by-step tool for mapping **exactly how your company will reach its revenue and profitability goals**. It helps you define your Average Revenue Per Customer (ARPC), the number of customers you need to break even and to hit your desired net income, the conversion rates at each stage of your Customer Enrollment & Retention Funnel, and the costs to acquire and retain those customers.

This is where ambition meets precision. With this tool, you'll turn big growth goals into clear, actionable numbers—giving you and your team a focused plan you can track, tune, and improve over time.

Why It Matters

Without a clear growth model, you're driving without a map. You may be working hard, but you can't be sure your efforts will get you to your goals—at least not in the most efficient, profitable way. Your Growth Model:

- Clarifies exactly how many customers you need—and at what stages.
- Shows you what it costs to win and keep each one.
- Highlights where to focus to accelerate growth and reduce costs.
- Gives you the framework to measure progress and optimize results.

How to Use This Tool

PART 1 – DETERMINE HOW MANY CUSTOMERS YOU NEED

PART 2 – IDENTIFY YOUR GROWTH MODEL TYPE

PART 3 – BUILD YOUR GROWTH MODEL

PART 5 – SET 12-MONTH GOALS

PART 6 – PUT IT ALL TOGETHER

PART 4 – TRACK & REFINE

PART 1 - DETERMINE HOW MANY CUSTOMERS YOU NEED

	Monthly	Annually
1. Revenue (ARR if subscription; otherwise annualized revenue)	\$	\$
2. Cost of Goods Sold (COGS) (direct delivery costs only)	\$	\$
3. Gross Profit = Revenue – COGS	\$	\$
4. Gross Margin % = (Gross Profit ÷ Revenue) × 100		%
5. Operating Expenses (Opex) (all non-COGS costs: sales, marketing, admin, R&D, etc.)	\$	\$
6. Operating Income (EBITDA) = Gross Profit – Opex	\$	\$
7. Operating Margin % = (Operating Income ÷ Revenue) × 100		%
8. Total Customers Served in the period (unique customers, not units)	#	#
9. Average Revenue per Customer (ARPC) = Revenue ÷ Customers	\$	\$
10. Average Gross Profit per Customer (AGPPC) = Gross Profit ÷ Customers	\$	\$

Break-Even Revenue & Customers

Below lines translate your economics into customer counts you can plan around.

11. Break-Even Revenue = COGs + Opex	#	#
12. Break-Even Customers = Opex ÷ AGPPC		

Desired Income, Revenue & Customers

13. Desired Net Income (EBITDA) (your annual profit goal before interest & taxes)	\$	\$
14. Estimated Operating Margin % (Default to Current Operating Margin)		
15. Required Revenue = (Desired Net Income) / (Operating Margin %)		
16. Average Revenue per Customer (ARPC) = Revenue ÷ Customers		
17. Customers for Desired Net Income = (Opex + Desired Net Income) ÷ AGPPC	\$	\$

Important: If serving more customers will require higher Opex (e.g., headcount, support, infrastructure), update Estimated Operating Margin % and / or ARPC

Quick Definitions

ARPC — the average revenue you earn from one customer in the period.

$$ARPC = \text{Revenue} \div \text{Customers}$$

AGPPC — the average gross profit you keep from one customer after COGS.

$$AGPPC = \text{Gross Profit} \div \text{Customers}$$

Break-Even Customers — the minimum number of customers needed so gross profit covers operating expenses.

$$\text{Break-Even} = \text{Opex} \div AGPPC$$

Customers for Desired Net Income — the customer count that covers Opex and achieves your profit goal.

$$\text{Customers} = (\text{Opex} + \text{Desired Net Income}) \div AGPPC$$

Sanity Checks (catch issues early)

- If $AGPPC \leq 0$ → pricing and/or COGS must be fixed before scaling.
- If **Break-Even Customers** seems unrealistic for your funnel capacity, re-work COGS, price, or Opex.
- If **Customers for Desired Net Income** requires an Opex step-up, model a Phase 1 (current) and Phase 2 (scaled) plan.
- Track **monthly** and **annual** versions; use annual for board/investors and monthly to manage the machine.

What's Next

With **ARPC**, **AGPPC**, and your two customer targets set, you're ready to move to **STEP 2 — Determine Your Growth Model** and translate these targets into funnel volumes by stage

Suspect → Prospect → Qualified Prospect →

Offer → Customer →

Satisfied → Ambassador

PART 2 - IDENTIFY YOUR GROWTH MODEL TYPE

Now that you know your Average Revenue Per Customer (ARPC) and how many customers you aim to acquire per year, you can identify the **Growth Model Type** your business most closely matches.

Your **Growth Model Type** determines:

- The **volume of customers** needed to reach your revenue and profit goals
- The **conversion rates** you'll need at each stage of your funnel
- The **sales cycle length** and level of personalization your business requires
- The **costs** you can afford to acquire and retain customers

		Conversion Rates					For \$10M Revenue			
	ARPC (per year)	Suspect → Prospect	Prospect →Offer	Offer→ Customer	Customer →Satisfied	Satisfied→ Ambassado r	Suspects Needed	Prospects Needed	Offers Needed	Customers Needed
Whale	\$100K+	10%	50%	40%	20%	10%	5,000	500	250	100
Deer	\$10K– \$99K	8%	80%	30%	20%	10%	52,083	4,167	3,333	1,000
Rabbit	\$1K–\$9K	5%	100%	25%	20%	10%	800,000	40,000	40,000	10,000
Mouse	<\$K (~\$100 typical)	3%	100%	15%	20%	10%	22,222,222	666,667	666,667	100,000

Other Key Model Characteristics

	Level of Personalization	Sales Cycle Length	Avg. Cost per Prospect	Avg. Cost per Customer	Avg. Length of Customer Relationship
Whale	High	6–24 months	\$100–\$1,000	\$20K–\$100K	1–10 years
Deer	Medium	2–12 months	\$10–\$100	\$500–\$1,000	1–3 years
Rabbit	Low	5–120 days	\$0.50–\$1.00	\$5–\$100	1–24 months
Mouse	Very Low	1–30 days	\$0.10–\$0.50	\$1–\$5	1–12 months

Tip: Your conversion rates may differ from these examples. Always start with your actual data if you have it — and adjust over time as you improve your funnel.

Which model type most closely aligns with yours? *Whale, Deer, Rabbit, or Mouse?*

PART 3 - BUILD YOUR GROWTH MODEL

Using your own business data (or estimates if you're just starting out), complete the table below to map exactly how many customers — and how much activity — your funnel needs to hit your revenue and profit goals.

Why this matters: Your Growth Model replaces guesswork with math. It turns “I think” into “I know” so you can focus your time, money, and team energy where it will have the most impact.

(A [Microsoft Excel version](#) of this section of the worksheet can be found [here](#).)

Your Growth Model	
Current Situation & Assumptions	
Average Revenue Per Customer (ARPC) Per Year → Enter your actual or estimated figure.	\$
Conversion Rate from Suspects to Prospects → Enter your actual rate or use the estimate of your Growth Model Type from Part 2	%
Conversion Rate from Prospects to Offer → Enter your actual rate or use the estimate of your Growth Model Type from Part 2	%
Conversion Rate from Offer to New Customer → Enter your actual rate or use the estimate of your Growth Model Type from Part 2	%
Customers Retained Year over Year → Enter your actual rate or use the estimate of your Growth Model Type from Part 2	%
Current # Customers → Enter your actual number	#
Anticipated # of These Customers You Will Retain In a Year → (Current # Customers) x (% Customers Retained Year Over Year)	#

Customers Needed to Break-Even

Based on your expected Average Revenue Per Customer (ARPC), Gross Profit, and Operations Expenses at this level of operations, build your model to Break-Even (or use figures from Part 1):

Needed Break-Even Annual Revenue → Operating Expenses ÷ Gross Profit Margin	\$
Net Income (EBITDA) (Break even = \$0)	\$0

Total Customers Needed per Year to Break-Even → (Needed Break-Even Annual Revenue) ÷ (ARPC)	#
Current Number of Customers:	
Anticipated # of These Customers You Will Retain In a Year → (Current # Customers) x (% Customers Retained Year Over Year)	

If you are already beyond break-even, then you don't need more customers to get there.

# New Customers You Will Need to Enroll to Break-Even This Year: (Current # Customers) – (# Retained in A Year)	
# Offers You Would Need → (Customers Needed) ÷ (Conversion Rate from Offer to New Customer)	#
# Prospects You Would Need → (# of Offers) ÷ (Conversion Rate from Prospects to Offer)	#
# of Suspects You Would Need → (# of Prospects) ÷ (Conversion Rate from Suspects to Prospects)	#

Customers Needed to Support Desired Net Income

Current Annual Revenue	\$
Current Annual Net Income (EBITDA)	\$

Desired Net Income (EBITDA)	\$
Operating Margin %	%

Required Annual Revenue → [(Needed Break-Even Annual Revenue) ÷ (ARPC)] + (Desired Net Income)	\$
#Customers Required → (Required Annual Revenue) ÷ (ARPC)	#
Current # Customers	#
Anticipated # Retained Customers in the Upcoming Year → (Current # Customers) x (% Customers Retained Year Over Year)	#

# New Customers You Will Need to Enroll This Year → (Current # Customers) – (# Retained in A Year)	#
# Offers You Would Need → (Customers Needed) ÷ (Conversion Rate from Offer to New Customer)	#
# Prospects You Would Need → (# of Offers) ÷ (Conversion Rate from Prospects to Offer)	#
# of Suspects You Would Need → (# of Prospects) ÷ (Conversion Rate from Suspects to Prospects)	#

Additional Growth Model Elements

Refer to Part 1 for examples and estimates for your Growth Model Type

Level of Personalized Customer Enrollment Experience	
Length of Sales Cycle	
Average Cost per Prospect	
Average Cost Per Customer	
Average Length of Customer Relationship	

PART 4 – SET 12-MONTH GOALS

Now that you’ve built your **Growth Model** it’s time to turn those targets into clear, measurable 12-month targets:

- Profit & Loss Goals
- Conversion Rate Goals
- Funnel Volume Goals
- Cycle Cost Goals
- Retention, Churn, and Expansion Goals

These goals will translate your math into a monthly action plan for your marketing, sales, and retention teams—so everyone knows exactly what to aim for and how progress will be measured.

12-Month Customer Enrollment Targets By / / (enter date)

Profit & Loss Goals

Defaults based on calculations in [Step 1](#)

	Current	Goal
Annual Revenue		
Annual COGs		
Annual Gross Profit		
Annual Gross Profit Margin		
Annual Operations Expense (OpEx)		
Annual Net Income (EBITDA)		
Contribution Margin		
# Customers / Year		
Average Revenue Per Customer (ARPC)		
Average Gross Profit Per Customer (AGPPC)		

Conversion Rate Goals

Conversion Rate Targets	Current Average Monthly	Current Average Annually	Monthly Goal Target	Annual Goal Target
% Suspect → Prospects				
% Prospects → Offer				
% Offer → Customer				

Funnel Volume Goals

Funnel Stage	Current Average Monthly	Current Average Annually	Monthly Target	Annual Target
Suspects (first contact / reach)				
Prospects (engaged + qualified)				
Offer (ready + budget)				
New Customers (closed & onboarded)				

Advanced Goal Setting

If you feel ready, go ahead and set the goals below. If not, don't sweat it! Wait 6-months and come back to it.

Cycle Cost Goals

The average amount you spend to move a lead from Suspect to Customer in your Customer Enrollment & Retention Funnel.

Estimate annual costs or collect actuals from your financial system.

	Current	Goal
Marketing spend ((ads, events, sponsorships, etc.))	\$	
Sales team salaries and commissions	\$	
Travel and proposal Costs	\$	
Tools and technology used during the sales process	\$	
Any other costs of sales and marketing costs	\$	
TOTAL CYCLE COSTS:		\$

Retention, Churn, Expansion

Retention Rate – The percentage of customers who remain active over a given period.

$(\text{Customers at End of Period} \div \text{Customers at Start of Period}) \times 100$

Churn Rate – The percentage of customers lost during a given period.

$100\% - \text{Retention Rate}$

Expansion Rate – The percentage of customers who **increase their spending** with you in a given period (through upsells, cross-sells, or upgrades).

$(\text{Expansion Revenue} \div \text{Starting Revenue from Existing Customers}) \times 100$

12-Month Rates	Current	Goal
Retention Rate -	50%	60%
Churn Rate -	50%	40%
Expansion Rate -	30%	40%

90-Day	Current	Goal
Retention Rate -	80%	85%
Churn Rate -	20%	25%
Expansion Rate -	18%	23%

Pro Tip: Use your actual conversion rates from the past year as your baseline. If you're in early stage or pivoting, start with realistic estimates from your Growth Model and refine them each quarter using real data.

PART 5 – PUT IT ALL TOGETHER

You accomplished a great deal! Now it's time to pull the most critical pieces together and put them all on one page. Fill in the elements below and use it as your daily and weekly guide to help your team stay on track and meet your 12-Month Goals.

Growth Model:

<input type="checkbox"/> Whale (ARPC=\$100K+)	<input type="checkbox"/> Deer (APRC=\$10K+)	<input type="checkbox"/> Rabbit (APRC=\$1K+)	<input type="checkbox"/> Mouse (APRC=\$100+)	
Current ARPC/Yr (\$)	#Customers for \$100K	#Customers for \$1M	#Customers for \$10M	#Customers for \$100M

12- Month Customer Enrollment Goals – By ____/____/____

How Many Suspects?		How Many Prospects?		How Many New Customers?	
Per Month?	Per Year?	Per Month?	Per Year?	Per Month?	Per Year?
% Suspects to Prospects:		% Prospects to Offers:		% Offers to Customers:	

12-Month Rates	Current	Goal
Retention Rate -		
Churn Rate -		
Expansion Rate -		

90-Day	Current	Goal
Retention Rate -		
Churn Rate -		
Expansion Rate -		

*Congratulations on building your Growth Model and setting Customer Enrollment Goals!
Be sure to update your [4-Page Growth Plan](#) now!*

PART 6 – TRACK & REFINE

Now that you have set initial goals for your **Customer Enrollment Funnel**, now it is time to begin the important practice of measuring your actual ongoing results. You may find that your actual results are much better (or worse) than the **Growth Model** you forecasted above. Use your real data to help you make decisions about how to improve your funnel, as well as how to lower your total cost.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Avg.
Average Revenue Per Customer (ARPC)													
# Suspects													
# Prospects													
# Offers													
# New Customers													
# Satisfied Customers													
# Loyal Customers													

Actual Conversion Rates

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Avg.
Conversion Rate from Suspects to Prospects													
Conversion Rate from Prospects to Offer													
Conversion Rate from Offer to New Customer													
Conversion Rate from New Customer to Satisfied Customer													
Conversion Rate from Satisfied Customer to Loyal Ambassador													

Customer Retention Rate

What percentage of customers remain in place who were customers 7 days ago, 30 days ago, 90 days ago, 12 months ago, and 3 years ago?

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Avg.
% Retained Over 7 Days													
% Retained Over 30 Days													
% Retained Over 12 Mos													
% Retained Over 3 Yrs													

Customer Churn Rate

What percentage of customers have been lost in the last 7 days, 30 days, 90 days, 12 months, and 3 years?

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Avg.
% Retained Over 7 Days													
% Retained Over 30 Days													
% Retained Over 12 Mos													
% Retained Over 3 Yrs													

Customer Expansion Rate

What percentage of customers have been upsold additional products and services in the last 7 days, 30 days, 90 days, 12 months, and 3 years?

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Avg.
% Upsold Over 7 Days													
% Upsold Over 30 Days													
% Upsold Over 12 Mos													
% Upsold Over 3 Yrs													



Order the Book

- The Force for Good (FFG) System™ is designed to amplify scale, profit, and cash flow through alignment of purpose, values, and vision.
- It is a **transformational flywheel** accelerating the vision and success of your company.
- The tool above is part of the Force for Good System™ shared in the book.
- Order the book and receive the full **FFG Toolkit** today.

www.aforceforgood.biz/book

Elevate Your Growth Potential

- Scoring **80 or higher** reveals immediate opportunities for exponential growth.
- Complete the assessment to pinpoint where to channel your energy and expertise for rapid acceleration.

www.aforceforgood.biz/quiz



Growth Accelerator

- Step-by-step guidance to install the elevated system of perpetual growth.
- The flywheel to help you and your team accelerate:
 1. **Impact** – The good your business brings to the world
 2. **Scale** – Your company purpose actualized at the level you envision.
 3. **Profit** – Ensuring sustainability and prosperity for all stakeholders.

www.aforceforgood.biz/accelerator



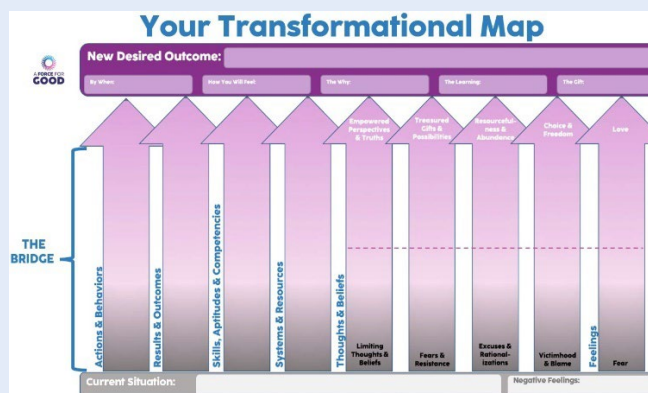
The *Three Essential Tools* of the Force for Good System™

- The **4-Page Growth Plan™** restores your power as a leader. It reminds you that you and your team already have what you need to take the next brave step.
- In four pages is everything you need to know to unlock the puzzle of growth in your business.
- The visual summary of the Transformational Flywheel, customized for your company.

[Download 4-Page Growth Plan™](#)



The 4-Page Growth Plan™



- **Your Transformational Map** helps teams grow – from inside out.
- Growth requires change. The map unlocks the hidden, unconscious reasons why we resist change.
- Helps you step into your role as a Transformational Leader.
- Each business breakthrough becomes a path to both business growth -- and personal growth for leaders and teams.

[Download Transformational Map](#)

- The **Seven Rituals of Innovation™** spin the transformational flywheel of your business.
- Specific daily, weekly, monthly, quarterly, and annual rituals together with your team.
- Redirecting you and your team back to what is most important, these moments accelerate the path to your vision.

[Download the Seven Rituals of Innovation™ Handbook](#)

