



Lesson Action Guide

Balancing Customers



Key Concepts: A Summary of What You Learned

- The percentage of gross profit each customer contributes to your entire business.
- How to identify non profit making customers.
- How to identify the vulnerability of your business.
- Review the overall spread of your customers.



Action Steps: Complete Before the Next Lesson

- Print out the transcript for this lesson.
- Follow the steps as shown in the video and transcript.
- Increase prices to profitable levels.
- Spread your customers profitability evenly over your sales.
- Do this Balancing Customers analysis every 6 months.



Ideas and Notes

Shut off anything that may distract you, like your mobile and emails, and put on some light music if you like.