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FREE PLANNER

Repeat-business plan

Price each lever of customer lifetime value, choose one, and turn it into a habit.

1. Today

Average sale	$	Purchases per year		
Years a customer stays		Gross margin	%	
Customer lifetime value	$			

2. Price each lever

Change	New CLV	Difference	Effort (low / med / high)
+1 purchase per year			
+1 year a customer stays			
+10% average sale			

Example ($120, 4 a year, 3 years, 60%): today $864. +1 purchase $1,080. +1 year $1,152. +10% sale $950.40.

3. The habit that moves it

- ☐ **More often:** a reminder when the next visit is due, with a booking link
- ☐ **More often:** a recurring booking or invoice for regular work
- ☐ **Longer:** a check-in after every job; reply to enquiries the same day
- ☐ **Longer:** a personal call to anyone who has gone twice their usual gap
- ☐ **More each time:** optional extras listed on every quote

The one we start this month: _____

4. Six-month check

Date: _____ New CLV from actual records: $_____