The Revenue Ceiling Worksheet

BLANK WORKSHEET **Brand:** _____ **Date:** _____ **By:** _____

Estimate what each part of your email marketing system earns today, what it could earn with sensible fixes, and what the gap is worth.

WHAT IT IS
A simple, honest estimate of the gap between current and achievable revenue from each stream. It uses your numbers and conservative targets, not industry hype.

HOW TO USE IT
1. Pull last full month's revenue by stream from your platform. 2. Set a modest target for each. 3. Subtract to get the gap. 4. Total it. 5. Use it to rank what to fix first.

BE CAREFUL
Attribution differs between tools. Use one method and keep it the same each time. Treat the result as a range for decisions, not a forecast.

Setting a realistic target

START FROM	MOVE BY	BECAUSE
Your own best month or best similar flow	A modest step, such as 10 to 30 percent	Targets based on your own results are believable and easier to reach.
A known fix, such as a missing email	Estimate the extra orders per month times average order value	Each fix has a clear mechanism you can check.

Do not copy another brand's numbers. Every store has a different list, product and buying cycle.

Revenue by stream

Use monthly figures. The gap is the target minus the current revenue. Sample data is for a small home goods shop.

STREAM	CURRENT MONTHLY REVENUE	TARGET MONTHLY REVENUE	GAP	MAIN LEVER

The ceiling summary

Add up the streams and put the result in context. Fill the blanks in the right-hand column.

MEASURE	YOUR FIGURE
Current monthly email revenue	
Target monthly email revenue	
Monthly gap	
Annual gap (monthly gap times 12)	
Email share of total store revenue	
Biggest single gap	

Action plan and review rhythm

Turn what you found into a short list. Fix the highest impact items first, and give every item an owner and a date.

#	ACTION	LINKED FINDING	EFFORT	IMPACT	OWNER	DUE
1						
2						
3						
4						
5						

Review rhythm

QUARTERLY
Update current revenue and the gap.

AFTER A BIG FIX
Compare the stream before and after, using the same method.

YEARLY
Reset targets from the new baseline.

Next: the EE Index brings every model together into one score.