

Learn to Live on Less: Calculate Return on Investment for **Your Lead Generation**

Any lead generation expense that doesn't receive at least a **400% return** should be cut from your budget. Follow the steps below to calculate your return on investment for your lead generation sources.

Part One

Instructions: List each of your lead generation sources, the resulting Gross Commission Income (GCI), and their expense. If you need more space, use this page mutliple times.

1.	Lead Generation Source	GCI	Expense	% ROI
2.				
3.				
4.				
5.				

Part Two

Instructions: Follow the formula below for each of your lead generation sources to calculate the Return on Investment (ROI). Record the % ROI on the chart above. Remember, anything that doesn't receive at least a 400% return should be cut.