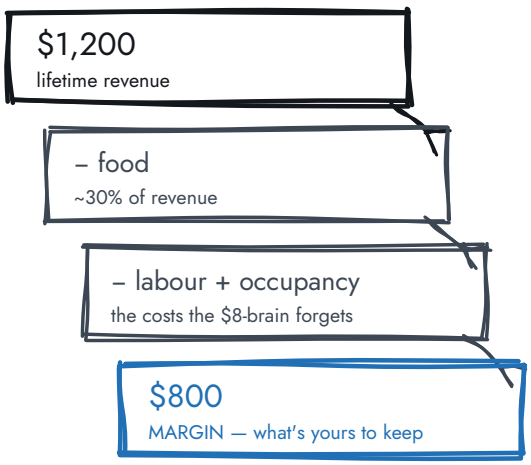
THE TWO-NUMBER SCALING WORKSHEET

What a customer's worth and what a booking costs — worked end-to-end for your venue.

Two numbers run your entire marketing and most owners can't name either. This worksheet works them BOTH out end to end — with the margin bridge done properly, real benchmarks to check yourself against, and the break-even ceiling that turns "should I spend more?" into simple arithmetic.

1 NUMBER 1 — WHAT A CUSTOMER'S WORTH (ON MARGIN)

Value on margin, not turnover. Here's the bridge the $8-brain skips.



You bank the bottom number, not the top. Always value a customer on margin.

The mistake everyone makes: quoting the top number. A $20 plate at 30% food cost isn't $14 profit — count the chef, the power, the rent and it's $4–$5. Same with a customer: $1,200 through the till is ~$800 in your pocket. THAT's the number you spend against.

WORK YOURS — BY VENUE TYPE

Find the closest model, then fill your own numbers in the blanks.

CAFÉ — the weekly regular

$18 a visit (breakfast + coffee) x ~2/wk x 2yr ≈ $3,700 till

Café margin ~65% (labour-heavy breakfast) ~$2,400 margin per regular

Secret: the cooked breakfast is your WORST plate; the coffee (80%+) is the business.

RESTAURANT — the occasion regular

$65 a head x a couple x 2/yr x 3yr ≈ $2,300 till

Full-service margin ~68–70% ~$1,600 margin per regular

Fewer visits, bigger ticket — lands in the same place as the café.

MINE: $_____ /visit × _____ visits/yr × _____ yrs = $_____ till × _____% margin = $_____

2 NUMBER 2 — YOUR COST PER BOOKING

The simplest number in your ad account: spend ÷ bookings.

Total ad spend (period)	$_____
÷ bookings from it	_____
= cost per booking (CPB)	$_____

REAL BENCHMARKS — actual venues we run

Italian venue: $2,759 / 282 bookings = $9.78 a booking

Brewery: $1,353 / 88 = $15.38 · Café functions: $528 / 40 = $13 a lead

Catering: $472 / 11 = $43 a lead $73,100 revenue (a $43 lead is a bargain)

3 THE CEILING — WHERE THE TWO NUMBERS MEET

Break-even CPB = your margin. Target = a quarter of it. This decides scale-or-fix.

BREAK-EVEN CPB (= your margin)	$_____
TARGET CPB (25% of margin)	$_____
Your actual CPB	$_____

- CPB under target (e.g. $9.78 booking against ~$800 margin) SCALE HARD. Every dollar in provably brings back many more.

- CPB between target and break-even scale carefully, watch it climb.
- CPB above break-even STOP. Fix the offer, targeting or profile first (see SCALE kit), then scale. Never scale a funnel over its ceiling.

This is the whole game: a customer worth $800 in margin with a $10 cost per booking isn't a marketing expense — it's the best trade in your business, and now you can prove it.

Break-even: $_____ Target: $_____ My CPB: $_____ SCALE / FIX

$1,000
OFF YOUR MARKETING SYSTEM BUILD

CLAIM IT IN 3 STEPS

1. Book your free strategy session
   servedmarketing.com.au
2. Show up — leave with your venue's plan either way
3. Choose to build with us — $1,000 comes off

No pitch. No pressure. The plan is yours to keep even if you never spend a cent.