ROI (Return on Investment) Tracker

How to use this: Use this worksheet to track the results of your investments (time, money, marketing, partnerships) and see what's paying off.

1. Investment/Activity

Description: ___________________________

Cost/Time Invested: ___________________________

2. Goal

What outcome did you want? ___________________________

3. Results

Revenue generated: __________

Customers gained: __________

Time saved: __________

Other benefits: __________

4. ROI Calculation

ROI = (Return – Cost) ÷ Cost × 100

Example: If you spent $500 on ads and earned $2,000 in sales:

ROI = (2000 – 500) ÷ 500 × 100 = 300%

5. Notes / Next Steps