



MODULE 2 — STUDENT WORKSHEET
CAC & LTV: What Does a Client Actually Cost — and What Are They Worth?

Use this worksheet to calculate the real numbers for your business. Fill in your actual figures to make the concepts from the module personal and actionable.

Part 1: Calculate Your Customer Acquisition Cost (CAC)

Add up your monthly marketing and sales costs:

| Cost category | Monthly amount |
|--------------------------------------|-----------------|
| Paid ads (Google, Facebook, etc.) | \$ _____ |
| SEO / website costs | \$ _____ |
| Social media tools or management | \$ _____ |
| Referral program costs | \$ _____ |
| Admin / sales staff time (estimate) | \$ _____ |
| Software and CRM tools | \$ _____ |
| Other marketing expenses | \$ _____ |
| TOTAL monthly marketing spend | \$ _____ |

| | |
|--|----------------------------|
| New clients acquired this month | _____ clients |
| YOUR CAC <i>Total spend divided by new clients</i> | \$ _____ per client |

Part 2: Calculate Your Lifetime Value (LTV)

| | |
|---|-------|
| Average visit price (\$) <i>What does a typical clean cost?</i> | _____ |
| Visits per year for recurring clients <i>Biweekly = 26, Monthly = 12, Weekly = 52</i> | _____ |
| Annual revenue per recurring client (\$) <i>Multiply the two above</i> | _____ |
| Average client retention (years) <i>How long do clients typically stay?</i> | _____ |



| | |
|--|----------------------------|
| YOUR LTV (recurring client) <i>Annual revenue x years retained</i> | \$ _____ per client |
|--|----------------------------|

Part 3: The Reality Check

Now compare your numbers:

| | One-time client | Recurring client |
|------------------------------|---------------------|----------------------|
| Cost to acquire (CAC) | Same | Same |
| Revenue generated | \$_____ (one visit) | \$_____ (annual LTV) |
| Revenue after 2 years | \$_____ (gone) | \$_____ x 2 |
| Need to re-acquire? | Yes — they are gone | No — still here |

Part 4: Reflection

Answer these in writing — or bring them to your next team debrief:

- Looking at your CAC — does that number surprise you? What does it tell you about how much each call matters?**

- What is the LTV difference between a one-time client and a recurring client in your business? Write the actual dollar gap here:**

- In your last 10 bookings, how many were one-time vs. recurring? What is the trend telling you?**



4. **What is one specific change you could make on calls to identify and position recurring service better?**

The takeaway

Did I just add a transaction — or did I just add a client? That question, asked after every call, is the difference between a business that grows and one that just stays busy.