

THE GROWTH PLANNING WORKBOOK

# Revenue Forecast Planner

See where your business is headed before you get there —  
forecast future revenue, model best and worst cases, and set  
growth targets you can actually plan around.

ECOMMERCE

SHOPIFY

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SERVICES

DIGITAL PRODUCTS

ONLINE BUSINESS

THIS PLANNER BELONGS TO

FORECAST YEAR

REVENUE FORECASTING WORKBOOK · PRINTABLE EDITION

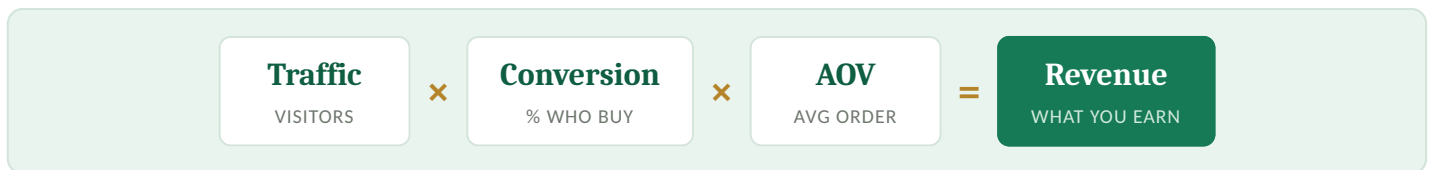
# How to Use This Planner

A forecast is just an educated estimate of what your revenue could be — built from numbers you already have, not a crystal ball. The value is not in predicting the future perfectly; it is in seeing how your decisions and assumptions play out *before* you commit time and money. This workbook breaks revenue into its few simple drivers, projects each one forward, and then stress-tests the result against good and bad scenarios.

## The forecasting method



## The one formula behind it all



Forecast each driver separately, then multiply — that is the whole engine of this planner.

- Gather last 3–6 months of numbers: traffic, orders, conversion rate, and average order value.
- Set your baseline in **Section 1**, then forecast each driver in Sections 3–6.
- Build best and worst cases (Sections 7–8) so you are ready for either.
- Pull it together into a 12-month projection in **Section 9** and revisit it monthly.

Shaded tables are filled-in worked examples — read these first.

White tables are yours to print and fill in.

# What's Inside

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Nine sections move from your baseline through each revenue driver, into best- and worst-case scenarios, and finally into a full annual projection. Every section pairs a worked example with a printable forecasting worksheet.

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*The examples follow one fictional business — a small online store earning about \$4,400 a month — so the numbers connect from page to page.*

# Revenue Forecast Overview

Forecasting starts with one honest snapshot of where you are today and one clear target for where you want to be. Because revenue is just traffic, conversion, and order value multiplied together, you can reach a bigger number by nudging any of the three — this overview shows the target broken into its drivers so the goal feels reachable instead of vague.

## Worked example — baseline to target

### EXAMPLE

A small store planning to grow revenue 50% in a year by improving all three drivers a little:

#### CURRENT REVENUE

**\$4,400**

per month (baseline)

#### TARGET REVENUE

**\$6,600**

per month by year-end

#### GROWTH NEEDED

**+50%**

over 12 months

#### FORECAST HORIZON

**12 mo**

reviewed monthly

DRIVER	TODAY	TARGET	CHANGE
Monthly traffic	4,000	5,200	+30%
Conversion rate	2.0%	2.2%	+0.2 pt
Average order value	\$55	\$58	+\$3
Orders / month	80	114	+34
<b>Monthly revenue</b>	<b>\$4,400</b>	<b>\$6,612</b>	<b>+50%</b>

## Your forecast overview

DRIVER	TODAY	TARGET	CHANGE
Monthly traffic			
Conversion rate			
Average order value			
Orders / month			
<b>Monthly revenue</b>			

### PRO TIP

Notice how gentle the changes are: +30% traffic, +0.2 points of conversion, and +\$3 of order value combine into +50% revenue. You rarely need a heroic gain in any single driver — small, realistic improvements across all three compound into a big result.

# 02

## SECTION TWO

# Monthly Revenue Planning

A yearly goal is easier to hit when it is broken into monthly steps. Lay out a revenue target for each month, set a realistic growth rate from one month to the next, and note what will drive that growth. Seeing the climb month by month keeps the goal grounded — and shows whether your assumptions are believable.

### Worked example — a six-month ramp

MONTH	REVENUE TARGET	GROWTH	NOTES
January	\$4,400	—	Baseline
February	\$4,700	+7%	New product launch
March	\$5,000	+6%	Pinterest ramping up
April	\$5,350	+7%	Email list growing
May	\$5,800	+8%	Spring promotion
June	\$6,200	+7%	Steady momentum

### Your monthly revenue plan

MONTH	REVENUE TARGET	GROWTH	NOTES
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
<b>Annual total</b>			

**PRO TIP**

Build in your seasonality. Most stores have busy and slow months — do not spread the target evenly. Look at last year’s pattern and weight your forecast toward the months that have always performed, so the plan reflects reality rather than a flat line.

# 03

## SECTION THREE

# Sales Volume Forecasting

Revenue ultimately comes from orders, so it helps to forecast volume directly. The math is simple: **orders = sessions × conversion rate**. Projecting orders each month also tells you how much inventory to make or buy and whether you can keep up with fulfillment as you grow.

### Worked example — projecting monthly orders

MONTH	SESSIONS	CONV. RATE	ORDERS
January	4,000	2.0%	80
February	4,200	2.0%	84
March	4,500	2.1%	95
April	4,800	2.1%	101
May	5,200	2.2%	114
June	5,600	2.2%	123

### Your sales volume forecast

MONTH	SESSIONS	CONV. RATE	ORDERS
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
<b>Total orders</b>			

#### FORECAST TIP

Anchor your forecast in real data. Average your last three months of sessions and conversion rate to set the starting point, then apply a growth rate you can defend — a tested marketing plan, a new channel, or a seasonal bump — rather than a hopeful guess.

# 04

## SECTION FOUR

# Product Revenue Forecasting

Not every product contributes equally. Forecasting by product — units × price for each — shows where your revenue really comes from and which items are worth promoting or stocking up on. The percentages reveal how dependent you are on any single product.

### Worked example — one month by product

PRODUCT	FORECAST UNITS	PRICE	REVENUE	% OF TOTAL
Signature candle	60	\$28	\$1,680	38%
Gift set	30	\$45	\$1,350	31%
Wax melts	90	\$9	\$810	18%
Soap bar	40	\$14	\$560	13%
<b>All products</b>	<b>220</b>		<b>\$4,400</b>	<b>100%</b>

### Your product forecast

PRODUCT	FORECAST UNITS	PRICE	REVENUE	% OF TOTAL
<b>All products</b>				

**PRO TIP**  
 Watch your concentration. If one product drives most of your revenue, a supply problem or dip in demand hits hard. Use the forecast to spot that risk early and plan a second strong seller before you need it.

05

SECTION FIVE

# Traffic Forecast Worksheet

Traffic is the top of the funnel, so it deserves its own forecast. Project each channel separately — they grow at very different speeds. Searchable channels like organic and Pinterest compound slowly but steadily; paid traffic can scale fast but stops the moment you stop paying.

## Worked example — traffic by channel

CHANNEL	CURRENT / MO	GROWTH	FORECAST / MO
Organic search	1,800	+20%	2,160
Pinterest	900	+40%	1,260
Email	600	+15%	690
Social	500	+20%	600
Paid ads	200	+50%	300
<b>All channels</b>	<b>4,000</b>	<b>+25%</b>	<b>5,010</b>

## Your traffic forecast

CHANNEL	CURRENT / MO	GROWTH	FORECAST / MO
Organic search			
Pinterest			
Email			
Social			
Paid ads			
Referral			
<b>All channels</b>			

**FORECAST TIP**

Be realistic with growth rates per channel. Established channels might grow 10–20% a quarter; a brand-new one could double off a small base but is far less certain. Forecast the channels you can actually influence this year, not every channel that exists.

# 06

## SECTION SIX

# Conversion Forecast Worksheet

Conversion rate is the quietest lever and often the most profitable — lifting it costs no extra traffic. This worksheet forecasts the revenue impact of specific improvements so you can prioritize the ones worth your time. Even fractions of a percentage point add up at scale.

### Worked example — stacking small wins

#### EXAMPLE

On 4,000 monthly sessions, four small conversion gains stack into \$880 more revenue every month:

IMPROVEMENT	CONV. RATE	ADDED ORDERS / MO	ADDED REVENUE / MO
Starting point	2.0%	—	—
Add product reviews	2.15%	+6	+\$330
Cart-recovery emails	2.3%	+6	+\$330
Faster checkout + trust badges	2.4%	+4	+\$220
<b>Combined effect</b>	<b>2.4%</b>	<b>+16</b>	<b>+\$880</b>

### Your conversion forecast

IMPROVEMENT	CONV. RATE	ADDED ORDERS / MO	ADDED REVENUE / MO
<b>Combined effect</b>			

#### PRO TIP

Forecast conservatively here. It is tempting to assume every fix doubles your conversion rate; in reality each one adds a little. Model modest gains, then treat anything above that as upside — your forecast stays believable and your wins feel even better.

# 07

## SECTION SEVEN

# Best-Case Scenario Planning

The best case is not a fantasy — it is what happens if your plans work better than expected. Model it so you are ready to capitalize: enough inventory, enough help, enough cash flow to handle the rush. An opportunity you cannot fulfill is a missed one.

### Worked example — if things go right

DRIVER	BASE	BEST CASE	RESULT
Monthly traffic	4,000	5,200 (+30%)	more reach
Conversion rate	2.0%	2.4%	stronger funnel
Average order value	\$55	\$62	bundles work
Orders / month	80	125	+45 orders
<b>Monthly revenue</b>	<b>\$4,400</b>	<b>\$7,750</b>	<b>+76%</b>

### Your best-case forecast

DRIVER	BASE	BEST CASE	RESULT
Monthly traffic			
Conversion rate			
Average order value			
Orders / month			
Monthly revenue			

### What would have to go right — and how I will be ready

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#### PRO TIP

Plan the operational side of success, not just the revenue. If best-case sales arrive, can you make or ship the orders, fund the inventory, and answer the messages? Sketch that out now so growth is a good problem, not a crisis.

# Worst-Case Scenario Planning

The worst case is the one most people avoid looking at — which is exactly why it is so useful. Modeling a downturn shows whether your business can absorb a slow stretch and gives you a plan before you need one, instead of reacting in a panic.

## Worked example — if things go wrong

DRIVER	BASE	WORST CASE	RESULT
Monthly traffic	4,000	3,600 (-10%)	softer reach
Conversion rate	2.0%	1.8%	weaker funnel
Average order value	\$55	\$53	more discounts
Orders / month	80	65	-15 orders
<b>Monthly revenue</b>	<b>\$4,400</b>	<b>\$3,445</b>	<b>-22%</b>

## Your worst-case forecast

DRIVER	BASE	WORST CASE	RESULT
Monthly traffic			
Conversion rate			
Average order value			
Orders / month			
Monthly revenue			

## If revenue drops like this, here is how I will respond

### FORECAST TIP

Find your break-even line: the monthly revenue that just covers your costs. If your worst case dips below it, you know exactly how much cushion — savings or cost cuts — you need to line up in advance. A worst case you have planned for is far less frightening.

## 09

# Annual Revenue Projection

This is where every worksheet comes together into one number: your projected revenue for the year. Carry your monthly targets here, keep a running total, and watch the full picture take shape — including the seasonal peaks and dips that a flat goal would hide.

## Worked example — a full year projected

MONTH	PROJECTED REVENUE	RUNNING TOTAL
January	\$4,400	\$4,400
February	\$4,700	\$9,100
March	\$5,000	\$14,100
April	\$5,350	\$19,450
May	\$5,800	\$25,250
June	\$6,200	\$31,450
July	\$5,600	\$37,050
August	\$5,300	\$42,350
September	\$5,700	\$48,050
October	\$6,400	\$54,450
November	\$7,800	\$62,250
December	\$8,750	\$71,000
<b>Annual total</b>	<b>\$71,000</b>	

### PRO TIP

Notice the shape: revenue dips after the holidays, climbs through spring, eases over summer, and peaks in Q4. A forecast that captures your seasonality is far more useful than a flat target spread evenly across twelve months.

# 09

## Your Annual Projection

Carry your monthly targets here and keep a running total to watch the full year take shape. Then roll the twelve months up into quarters — a quick way to spot your strongest and weakest stretches at a glance.

### Month by month

MONTH	PROJECTED REVENUE	RUNNING TOTAL
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		
<b>Annual total</b>		

### Quarterly roll-up

QUARTER	PROJECTED REVENUE	NOTES
Q1 (Jan-Mar)		
Q2 (Apr-Jun)		
Q3 (Jul-Sep)		
Q4 (Oct-Dec)		
<b>Annual total</b>		

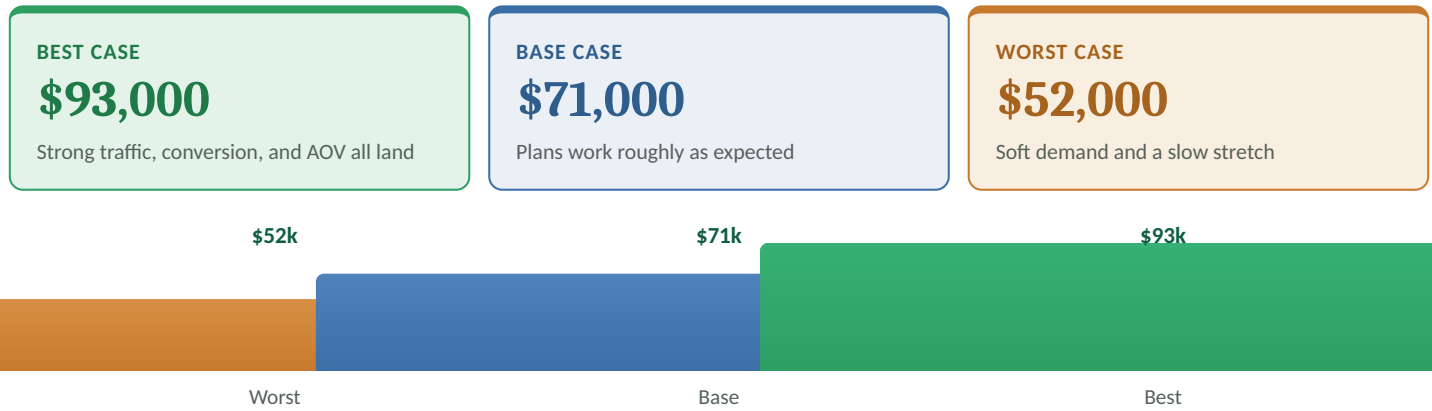
**PRO TIP**

Once you have a few real months in, compare actuals against this projection and adjust the rest of the year. A forecast is a living document — updating it monthly turns it from a guess into an increasingly accurate guide.

## Three-Scenario Summary

A single forecast is a guess; a range is a plan. Set your base case beside your best and worst cases to see the full span of where the year could land. Aim your effort at the base case, prepare for the worst, and stay ready to seize the best.

### Worked example — the year, three ways



### Your scenario summary

SCENARIO	ANNUAL REVENUE	KEY ASSUMPTIONS
Best case		
Base case		
Worst case		

#### PRO TIP

Make decisions against the *range*, not a single number. Commit fixed costs (rent, salaries, subscriptions) only to what your worst case can cover; fund your stretch goals from the upside between base and best. That way you grow boldly without betting the business.

# Key Assumptions Log

A forecast is only as good as the assumptions behind it. Write each one down — the growth rate you used, the conversion lift you expect, the launch you are counting on — along with how confident you are and when to check it. When a number turns out wrong, you will know exactly which assumption to fix.

ASSUMPTION	VALUE USED	CONFIDENCE	REVISIT WHEN

## Notes & reminders

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# Forecasting Cheat Sheet

Every formula in this workbook in one place — all of them built from numbers you already track.

## Revenue

Traffic × conversion rate × AOV

## Orders

Traffic × conversion rate

## Growth %

(New – old) ÷ old × 100

## Run Rate

Latest month × 12

## Scenario Range

Worst ≤ base ≤ best

## Compounding

Small gains on each driver multiply

## Three habits of a useful forecast

- Start from real, recent data — never from a number you wish were true.
- Write down your assumptions, then forecast each driver separately.
- Compare your forecast to actuals every month and adjust the rest of the year.

## A forecast is a steering wheel, not a fortune teller.

You will never predict the future perfectly — and you do not need to. What a forecast gives you is foresight: a sense of where you are heading, early warning when you drift off course, and the confidence to set targets you can actually plan around. Build it, revisit it, and let it guide your next move.

REVENUE FORECAST PLANNER