



FINANCIAL

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PROFITABILITY FIXER

SIMPLE GUIDE

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TOOLS FOR SMAL BUSINESS OWNERS



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Profitability Fixer:

A Guide to Turning Revenue into Real Profits

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Stop letting revenue fool you—fix your profitability today!

You started your business to make money, not just to stay busy. But if you're bringing in sales and still struggling to see real profit growth, you're not alone. Many business owners find themselves in the Revenue Trap—working hard, selling more, but somehow never keeping enough of the money they make.

Does this sound familiar?

- You set your prices based on competitors or gut feeling rather than actual costs.
- Sales are growing, but your profits aren't.
- You take on low-margin work just to keep customers happy.
- You fear raising prices will scare clients away.
- You don't regularly check pricing, costs, or profit margins.

This guide will help you fix your profitability—so you work smarter, not just harder.

Sam Jackson

Founder, Lelo Financial

The Profitability Fix: How to Maximize Your Margins

01 Know Your True Costs

To make a real profit, you need to know:

- ✓ Direct Costs - What it costs to produce each product/service.
- ✓ Indirect Costs - Overheads like rent, software, admin, and marketing.
- ✓ Profit Margin - The money left after covering all costs.

02 Price for Profit, Not Just Sales

How to Set Profitable Prices:

- ✓ Start with costs: Ensure pricing covers all expenses plus a healthy margin.
- ✓ Charge for expertise: Clients pay for your skill, not just your time.
- ✓ Test small increases: Raising prices gradually reduces pushback.

03 Focus on High-Margin Activity

Not all revenue is equal. High-revenue, low-margin work drains your business.

- ✓ Identify your most profitable products/services.
- ✓ Increase prices on low-margin services or consider dropping them.
- ✓ Say no to customers who don't fit your business model.

04 Review & Adjust

A profitable business isn't set-it-and-forget-it. You must check-in to:

- 1 Review pricing & costs.
- 2 Check your profit margins.
- 3 Identify & cut wasteful expenses.
- 4 Find ways to improve efficiency.

Action Step

If you are not sure how much you must charge to avoid a loss, you need to know your Break Even Point.

To calculate your business break-even try our **free** calculator:

lelofinancial.com/break-even-calculator

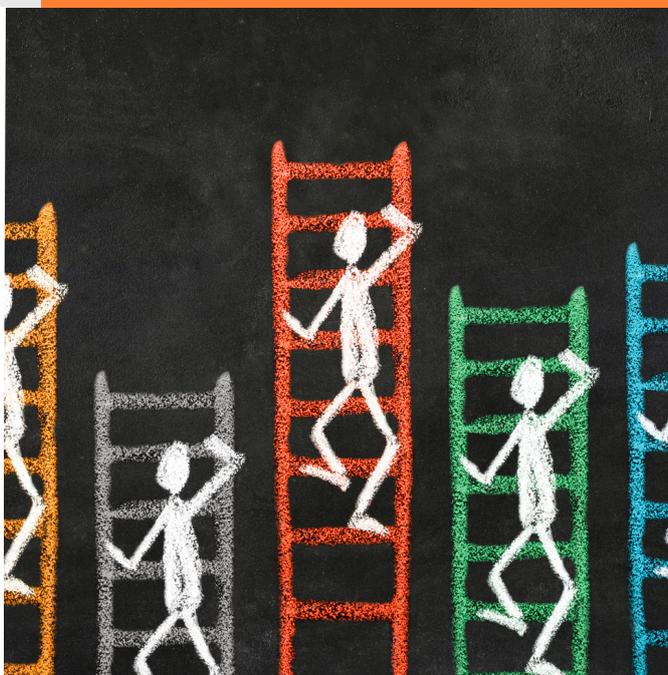
[Open Calculator](http://lelofinancial.com/break-even-calculator)

Common Profitability Pitfalls

Pricing Mistakes

Many businesses struggle because they underprice their services.

Instead of setting prices based on real costs and profit goals, they:



Copy Competitors

This is the most popular pricing strategy because it requires minimum effort.

Charge what “feels fair”.

Instinct is often close to the truth, but are you willing to risk leaving money on the table?

Fear Customer Reaction

When pricing is driven by fear of upsetting customers, you are not communicating value.

Taking on Low-Margin Work

It’s tempting to say “yes” to every job, but some customers and projects drain your time and resources.



Warning Signs

You’re constantly busy but cash flow is tight.

You discount too much just to close deals.

You’re handling difficult, high-maintenance clients for little profit.

You haven’t analysed the true cost of delivering value.

The Profitability Fix: Tools & Strategies for Smarter Profit Management



Key Financial Metrics to Track

Gross Profit Margin – How much money you make after direct costs.

Net Profit Margin – What's left after everything is paid.

Break-even Point – The minimum sales needed to stay profitable.

Track these metrics monthly to keep your business healthy.

Simple Automation & Efficiency Fixes

Many businesses lose profit due to inefficiency.

Easy Fixes:

- ✓ Use automated invoicing & expense tracking.
- ✓ Reduce time-wasting manual tasks.
- ✓ Set up reminders for financial check-ins.

Change Focus

How to Build a Profitable Mindset

- Stop chasing sales—start chasing profit.
- Say no to bad business.
- Small changes = massive impact.

You must track profit, not just sales, to grow sustainably.

More profit from fewer customers = less stress, more money.

Focus on value, efficiency, and high-margin work.

Next Steps:

Build a More Profitable Business Today

Now that you know how to fix your profitability, here's what to do next:

Your Profitability Action Plan

- 1 Review your pricing – Is it profitable? Raise if needed.
- 2 Drop unprofitable work – Cut low-margin products/services.
- 3 Track financials monthly – Keep an eye on costs, margins, and cash flow.
- 4 Improve efficiency – Automate where possible.

Common Objections & Fixes

- ✗ "But my customers will leave if I raise prices!"
- ✓ Not if you deliver value and increase prices gradually.
- ✗ "I don't have time to check my numbers."
- ✓ You must—profit isn't a guessing game.

Start Fixing Your Profitability Today!

Your business should work for you, not drain you. Start applying these steps right now and watch your profits grow.



Work Smarter

is not about working harder –it's about where your focus lies.



Small changes

in pricing, costs and efficiency, can lead to big financial wins.



Better Data

The power behind decisions is in the data.



Need Help?

Reach out for a consultation and get tailored strategies for your business.

More Information About Us



Data-Driven Business Decisions

Who We Help:

At Lelo Financial, we help small business owners and growing companies who want clarity on their finances, not just compliance numbers.

What We Do:

We provide practical accounting, strategic financial insights, and profitability coaching, turning numbers into decisions—so you can build a profitable, sustainable business without stress or confusion.

How We Work:

- Straightforward, jargon-free advice.
- Clear financial strategies to increase margins and cash flow.
- Personalized support that grows with your business.

Let's Fix Your Profitability!

Ready to take control of your numbers and build a more profitable business? Get in touch today!



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