

ROI Calculator: Outreach Edition

Use this totally unbiased tool to see why not hiring us is costing you money.

Step 1: Your Current Situation

Leads per month (cold outreach): _____

Close rate (cold leads): %

Average deal value: \$

Monthly revenue from outreach: \$_____

Step 2: The Missed Opportunity (a.k.a. The Guilt Trip)

Average industry open rate: 24%

Your open rate: _____%

Difference in potential opens: _____

Estimated lost leads per month: _____

Step 3: The “What If You Worked With Us?” Fantasy Scenario

Projected open rate with our templates: 35%

Projected reply rate: 10–15%

Projected deal value increase (due to better targeting): +20%

Projected monthly revenue with our strategy: \$_____

Step 4: ROI Time

Revenue gain per month: \$_____

Investment in our services: \$_____

ROI Formula:

$(\text{Revenue Gain} - \text{Investment}) / \text{Investment} \times 100$

Your projected ROI: _____%

Conclusion: The Numbers Don't Lie (But We Might Have Nudged Them)

This calculator uses simple logic and slightly inflated assumptions to show one thing: working with us probably makes you money. But even if you don't hire us, congrats—you just did math. That's growth.

<https://www.websearchoptimisation.com>