BUILDING A SECOND BRAIN ROI WORKSHEET

What is the value of Tiago Forte's Building a Second Brain course to you? This worksheet will help you to calculate it.

TIME SAVINGS/PRODUCTIVITY

How much is your time worth per hour? • CEO/president: $300/hour • Senior-level executive: $150/hour • Mid-level manager: $100/hour • Recent college graduate: $75/hour	
Estimated hours per week BASB will save you (2-5 hours/week is a reasonable working number)	
Estimated hours per YEAR BASB will save you (time savings x 52)	
Value of time saved per year (hours per year x hourly rate)	
Investment in Building a Second Brain (Essential Edition)	$1,500
Break-even point (investment in BASB ÷ your hourly rate)	

THE VALUE OF YOUR IDEAS

Imagine you developed a killer idea. What's it worth to you personally or to your business? $1000? $10,000? $1 million?	
Imagine your Second Brain enabled you to generate a series of smaller ideas that resulted in 10 incremental improvements to your business. What is one of those I mprovements worth to you? $100? $500? $1,000?	
Multiply its value by 10 (the number of estimated improvements)	
Investment in Building a Second Brain (Essential Edition)	$1,500
ROI of BASB based on the value of 1 killer idea (value of idea ÷ 1,500)	
ROI of BASB based on 10 incremental ideas (total value of 10 incremental ideas ÷ 1,500	

INVEST IN BASB NOW!