

## THE MONEY IN YOUR LIST

# What Is Your Database Worth?

A 15-minute worksheet that puts a dollar figure on the contacts you already own, and a plan to start working them this week.

Companion to the article [Your Next Customer Is Already in Your Database](#)

## STEP 1 Put a price on your list

Export every contact you have. Then pull your marketing spend for the same period.

|          |                                                                                              |    |
|----------|----------------------------------------------------------------------------------------------|----|
| <b>A</b> | Marketing, advertising and lead generation spend<br>Over the time it took to build your list | \$ |
| <b>B</b> | Total contacts in your CRM                                                                   |    |
| <b>C</b> | <b>Cost per contact (A ÷ B)</b>                                                              | \$ |
| <b>D</b> | Contacts you are actively talking to                                                         |    |
| <b>E</b> | Contacts sitting idle (B - D)                                                                |    |
| <b>F</b> | <b>Spend tied up in idle contacts (E × C)</b>                                                | \$ |

## STEP 2 Estimate the revenue sitting in it

|          |                                                            |    |
|----------|------------------------------------------------------------|----|
|          | Share of idle contacts likely to buy in the next 12 months |    |
| <b>G</b> | No data yet? Start with 2%.                                | %  |
| <b>H</b> | Likely buyers (E × G)                                      |    |
| <b>I</b> | Average customer value                                     | \$ |
| <b>J</b> | <b>Revenue sitting in your list (H × I)</b>                | \$ |

## STEP 3 Compare it with buying new leads

|          |                                                  |    |
|----------|--------------------------------------------------|----|
| <b>K</b> | Your conversion rate on brand-new leads          | %  |
| <b>L</b> | New leads needed to find the same buyers (H ÷ K) |    |
| <b>M</b> | Your cost per new lead                           | \$ |
| <b>N</b> | <b>Cost to buy the same result (L × M)</b>       | \$ |

### Worked example

Illustrative numbers. Swap in your own.

|          |                            |                  |
|----------|----------------------------|------------------|
| <b>A</b> | Spend over 4 years         | \$240,000        |
| <b>B</b> | Total contacts             | 8,000            |
| <b>C</b> | <b>Cost per contact</b>    | <b>\$30</b>      |
| <b>D</b> | Actively worked            | 1,000            |
| <b>E</b> | Sitting idle               | 7,000            |
| <b>F</b> | <b>Idle spend</b>          | <b>\$210,000</b> |
| <b>G</b> | Likely to buy              | 2%               |
| <b>H</b> | Likely buyers              | 140              |
| <b>I</b> | Customer value             | \$2,000          |
| <b>J</b> | <b>Revenue in the list</b> | <b>\$280,000</b> |
| <b>K</b> | New-lead conversion        | 2%               |
| <b>L</b> | New leads needed           | 7,000            |
| <b>M</b> | Cost per new lead          | \$30             |
| <b>N</b> | <b>Cost to buy it</b>      | <b>\$210,000</b> |

**The takeaway:** the same 140 customers are already in the list you paid for. Buying them again costs another \$210,000 before the first sale.

**STEP 4** Split your list into four groups

Each group needs its own reason to hear from you. Lead with them, not your latest promotion.

| GROUP                     | WHAT YOU ALREADY KNOW                     | YOUR REASON TO REACH OUT                           |
|---------------------------|-------------------------------------------|----------------------------------------------------|
| Past customers            | What they bought, and when                | They may be due again, or know someone who is      |
| Quoted, never closed      | What they asked for, and the price        | Budgets and timing change. Ask where they landed.  |
| Inquiries that went quiet | Why they contacted you in the first place | The need that brought them in is often still there |
| Never engaged             | Name, source and the date they were added | They have never received a message about them      |

**STEP 5** Your first week

- ☐ Export every contact and count them
- ☐ Run the numbers on page 1
- ☐ Share the dollar figure with your team
- ☐ Pick one group to start with, such as everyone quoted in the last 18 months who never bought
- ☐ Write one useful message with a clear reason for reaching out
- ☐ Confirm you have consent before you text or call
- ☐ Send it and track who replies
- ☐ Have someone ready to answer the moment they do

**Rules that keep it working**

- 1 Make every message about them. Their timing, their needs, what has changed.
- 2 Stay consistent longer than feels comfortable. Most buying decisions take months.
- 3 Reach the people who never respond, not only the ones who click. They are most of your list.
- 4 Make it easy to raise a hand. One question beats one long landing page.
- 5 Remember that “not now” is not “no.” Be there when the timing changes.

**Before you text or call:** make sure you have consent on record for that channel. Rules vary by state and country, so check with your counsel. This sheet is general guidance, not legal advice.

**STEP 6** Track what comes back

Fill this in 30 days after your first send. Replies from contacts who never engaged before are the number to watch.

| GROUP                     | MESSAGES SENT | REPLIES | REPLY RATE | CONVERSATIONS | SALES OR APPOINTMENTS |
|---------------------------|---------------|---------|------------|---------------|-----------------------|
| Past customers            |               |         |            |               |                       |
| Quoted, never closed      |               |         |            |               |                       |
| Inquiries that went quiet |               |         |            |               |                       |
| Never engaged             |               |         |            |               |                       |

**Want us to run these numbers on your list?**

Agent Legend works your whole database, including the contacts who never click, using the data you already own.

[agentlegend.com/book-a-demo](https://agentlegend.com/book-a-demo)