

Path to Profit

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Entry/Lead Gen Free to Low Ticket	Passive Income Low Ticket	Live Events Low-Med Ticket	Group Program High Ticket	Mastermind High Ticket Elite/by App	One-to-One Private/ By App
Free eBook, PDF, Videos Webinar, Masterclass	Online Course Subscription/Comm	Seminar, Retreat Training, Conference	Large Group Program	Small Group 1-to-1	VIP Day Private Coach/Consult
Free / \$47-\$197	\$1497-\$1997	\$97-\$497	\$7500-\$15k	\$15k-\$35k	\$25k - \$75k

Industry Avg (per Sage)
 Low Ticket > \$6k
 High Ticket \$6K+
 At Live Events: Offer HTO

Investment Options:
 Save with Prepay Pay in Full
 Installments Payments

Sales Cookbook

Cookbook Calculations

1. What are your total monthly expenses?

Business \$ -
Household \$ -

2. What is the monthly amount needed to pay bills and meet your goals?
(Include Taxes and Insurance if Self-Employed)

3. What is your Monthly Revenue Goal?

4. What is your current monthly recurring revenue?

5. What is price of your Product(s) or Service(s) your offering?*

Product #1
Product #2
Product #3

5. # of sales you need to close to cover monthly expenses?

6. # of sales you need to close to reach monthly revenue goal?

7. What # of sales/enrollments do you need to close per selling week to reach your goals?

8. What is your close ratio? Start with 25% (2.5 per every 10)

9. How many conversations intimate intros, do you need to have per week to reach your goal?

10. How many people do you need to reach out and schedule conversations with to meet your goal?

If doing paid speaking:

7. What is your current speaking fee?

8. How many speaking gigs do you want to book per month?

Sample

\$ 2,500.00
\$ 4,000.00

\$ 6,500.00

\$ 15,000.00

\$ 7,929.00

\$ 97.00
\$ 297.00
\$ 1,000.00

60 (see per product detail below)

Your Per Product/Service Offering to Goal Calculator

Your Info

Speaking \$ -
Seminar (sponsored) \$ -

Recurring Revenue (Mo)

Mastermind (6-12 mo) \$ -
Private Coaching (12 mo) \$ -
Group Coaching (6 mo) \$ -
Subscription Membership (12 mo) \$ -

Lead Engine

Masterclass (Online) \$ -
Challenge \$ -
Webinar \$ -

5. # of sales you need to close to cover monthly expenses?

5. # of sales you need to close to reach monthly revenue goal?

BONUS Revenue Cost

1 or 2 pay \$ 5,000.00 0 \$ -
\$ 3,000.00 0 \$ -

Monthly Pay Cost/Mo

Paid monthly \$ 1,675.00 0
\$ 1,000.00 3 \$ 3,000.00
\$ 497.00 7 \$ 3,479.00
\$ 29.00 50 \$ 1,450.00 Build each month
\$ 7,929.00

Lead Events Cost

1 pay \$ 297.00 10 \$ 2,970.00 20% convert
\$ 47.00 \$ - 20% convert
\$ 97.00 45 \$ 4,365.00 20% convert
60 \$ 7,335.00

\$15,264.00