

Your Magic Number

Step 1: Determine How Much You Want to Profit

I want to profit \$_____ per month.



Step 2: Set Your Retail Sales Goal

Considering the 60/40 split, I need to sell \$_____ retail per month to hit my monthly profit goal (take desired profit # per month and divide by .40).

Step 3: Calculate Your Per Face Average

I had _____ new faces last month. These new faces generated \$_____ in sales before tax.

Sales generated by those faces divided by the total number of new faces = Per Face Average of \$_____

Please note: Do not include re-orders in this number; we are only calculating sales based on new faces.

Step 4: Set a Faces Goal

To determine your face goal, take your retail sales goal in Step 2 and divide by your per face average in Step 3. My faces goal is _____

Step 5: Commit to a Party Goal

A party = 3+ guests in attendance. Take your face goal in Step 4 and divide by 3 = _____ party goal.

Step 6: Over Book

If 50% of the parties I book hold, this means I need to book _____ parties. (Take party goal in Step 5 and multiply by 2).

Step 7: Leads

If 1 out of 5 contacts books a party, I need to generate _____ leads. (multiply 5 by the number of parties you need to book in Step 6).

Suggested Schedule

FIRST 5 DAYS OF THE MONTH
5TH - 7TH
8TH - 20TH
21ST - 30TH

LEAD GENERATING
BOOKING
PARTIES
FOLLOW UP / TEAM BUILDING