

THE *Magic* NUMBER

I WANT TO MAKE \$ _____ PROFIT PER MONTH.
WHICH MEANS I WANT TO SELL \$ _____ RETAIL PER MONTH.

BASED ON LAST MONTH'S SALES,
MY AVERAGE PER FACE IS \$ _____ RETAIL.

IN ORDER TO REACH MY RETAIL GOAL,
I NEED TO SEE _____ FACES.
(RETAIL GOAL DIVIDED BY PER FACE AVERAGE)

WHICH MEANS I NEED TO HOLD _____ PARTIES.
(DIVIDE 3 INTO THE TOTAL NUMBER OF FACES)

IF 80% OF THE PARTIES I BOOK WILL HOLD,
THAT MEANS I NEED TO BOOK _____ PARTIES.
(NUMBER OF PARTIES ABOVE x .20 THEN ADD THE TWO TOGETHER)

IF 1 OUT OF 7 CONTACTS MADE BOOKS,
I NEED TO GENERATE _____ LEADS.
(MULTIPLY 7x THE NUMBER OF PARTIES YOU NEED TO BOOK)

SAMPLE *schedule*

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

LEAD GENERATING
BOOKING
PARTIES
FOLLOW UP/TEAM BUILDING