

# December Magic Number

Based on November Results

## 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**  
6<sup>TH</sup> - 8<sup>TH</sup>  
9<sup>TH</sup> - 21<sup>ST</sup>  
22<sup>ND</sup> - 31<sup>ST</sup>

**LEAD GENERATING  
BOOKING  
PARTIES  
FOLLOW UP / TEAM BUILDING**