

My Magic Number

Month: _____

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 multiply by 2.5).

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 = a Per Face Average of \$_____.

(Please Note: Do not include re-orders here; 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: Overbook

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 book a party, I need to generate _____ leads.

(Multiply 5 by the number of parties you need to book in Step 6).

*Sample
Schedule*

1st - 5th:

6th - 20th:

1st - 30th:

ALL MONTH:

Lead Generation + Book 5/10

Parties!

Follow-up/Customer Service/Team Building

Provide Great Customer Service!!