



**A Place for Creative Small
Business Owners to Create
An Awesome Business + Life**



Promotion + Program Calculator

“Profits matter.”

Product Promotion- Save \$5 on product

Selling Price of Promotion

\$20

Cost of Promotion (cost of product)

\$12

Gross Profit (selling price minus cost of product)

\$8

Other Costs

Commission

Promotional materials/content/samples

Admin

Net Profit (gross profit minus other costs)



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Service Promotion- FREE product with service

Selling Price of Promotion

\$50

Cost of Promotion

\$35

\$30 (40% commission)

\$5 (COG on free product)

Gross Profit

\$15

Other Costs

Net Profit



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Referral Program- FREE haircut when you refer 3 friends

Annual Revenue of 3 friends

(Average ticket \$50)

\$150 x FOV (frequency of visit) 7 times per year

Total Annual Revenue if 3 new clients are retained

\$1050

Cost of Capturing Three Friends

\$50 (free haircut price)

Gross Profit

\$1000

Other Costs

Net Profit



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Try One

Selling Price or Revenue Generated

Cost of Product/Service/Promotion

Gross Profit

Other Costs

Net Profit
