

STAGE 4: SCALABILITY FORMULA

Current Pricing and Goals

Current Packages + Pricing				3-year Income Goals			
	Price	Units Sold	Total		Year 1 (this year)	Year 2	Year 3
Offer 1	\$3,000.00	4	\$12,000.00	Offer 1	\$100,000.00	\$200,000.00	\$300,000.00
Offer 2	\$4,000.00	2	\$8,000.00	Offer 2	\$150,000.00	\$250,000.00	\$350,000.00
Total	\$7,000.00	6	\$20,000.00	Total Income Goal	\$250,000.00	\$450,000.00	\$650,000.00



Sales to Reach Goals

Year 1 (this year) - Current Sales				
	Amount Sold	Goal Amount	Difference	Need to Sell
Offer 1	\$12,000.00	\$100,000.00	\$88,000.00	29
Offer 2	\$8,000.00	\$150,000.00	\$142,000.00	35.5
Total	\$20,000.00	\$250,000.00	\$230,000.00	65

Year 2 - Price Calculations				Year 3 - Price Calculations			
	Goal Amount	Offer Price	Need to Sell		Goal Amount	Offer Price	Need to Sell
Offer 1	\$200,000.00	\$3,000.00	67	Offer 1	\$300,000.00	\$3,000.00	100
Offer 2	\$250,000.00	\$4,000.00	63	Offer 2	\$350,000.00	\$4,000.00	88
Total	\$450,000.00	\$7,000.00	129	Total	\$650,000.00	\$7,000.00	188