

# **Start To Win!**

*Worksheet #1*

## **PRICE**

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# Price

Most people Price for failure. Follow this method for a successful outcome. Begin without a product or service in mind. How much do you need to make? (More than you think, more than enough!)

## 1. Regular Expenses

Rent/Mortgage	
Car payment	
Fuel	
Food	
Utilities	
Other	
<b>Total [1]</b>	

## 2. Unexpected Expenses

First three months: 1/3 to 1/2 of your regular expenses	
Other	
<b>Total [2]</b>	

## 3. Profit

Take-Away Profit: at least 10% of [1]	
Reinvestment into business: at least 5% of [1]	
Other	
<b>Total [3]</b>	

#### 4. Taxes

Regular Expenses [1]	
Unexpected Expenses [2]	
Profit [3]	
<b>Expenses Subtotal [A]</b>	
Taxes – 30% of Subtotal [A]	<b>Total [4]</b>

#### 5. Grand Total

<b>1. Expenses Subtotal [A]</b>	
<b>2. Taxes [4]</b>	
<b>Grand Total Monthly Revenue Target</b>	

With safety net in place after first 2-3 months, you can lower the Unexpected expenses amount if you wish. If advertising expenses are an ongoing concern, include them in section 3.