

The Cost of a Millionaire Lead-Generation Program	
Met	Haven't Met
(Big Goal=1,920 People=320 Sales)	(Big Goal=16,000 People=320 Sales)
1. Every 12 people in your Met database marketed to 33 times each year (33 Touch)=2 sales. (One sale is a referral and one is repeat business.)	1. Every 50 people in your Haven't Met database marketed to 12 times a year (12 Direct Mail)=1 sale.
2. Restated: 396 touches (12 x 33)= 2 sales.	2. Restated: 600 touches (50 x 12)= 1 sale.
3. So, 396 touches x \$0.50 (average cost of a touch)=\$198 for 2 sales OR <b>\$99 per sale</b> . (If you double your costs for a worst-case scenario, count on \$198/sale.)	3. So, 600 touches x \$0.50 (average cost of a touch)=\$ <b>300 per sale</b> .
4. To reach your goal of 320 sales, how many people would you need in your Met database? Answer: $320 \times 12/2=1,920$ people	4. To reach your goal of 320 sales, how many people would you need in your Haven't Met database? Answer: $320 \times 50=16,000$ people
5. <b>Cost=320 x \$99/sale=\$31,680/yr.</b> (OR a worst case scenario of Cost=320 x \$198/sale=\$63,360)*	5. <b>Cost=320 x \$300/sale=\$96,000/yr.</b> (OR a worst case scenario of Cost=320 x \$600/sale=\$192,000)