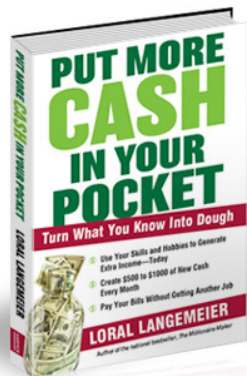


LiveOutLoud®

COACHING - MENTORING - SEMINARS

Welcome to the
**Put More Cash in
Your Pocket**
Webinar Series



Live with **LORAL**
LANGEMEIER

SERIES AGENDA

Part One: Turn What You Know Into Dough!

Part Two: Replicate and Duplicate

Part Three: Fast Promotion to Bring in Customers

Part Four: Ask for the CASH!

PART ONE REVIEW

- The key to making more money is to do what you already know how to do with a twist...
- 21st Century Lemonade Stand
- TEAM - eliminate the naysayers
- Fast Cash Formula – 12 / 4 / 5



FAST CASH FORMULA

12 / 4 / 5

12 – Decide how much money you want to make each month of the year.

4 – Divide that monthly number by the four weeks in a month, to see how much you need to make a week to hit that monthly target.

5 – Divide that number by five working days a week, to see how much you need to make a day to reach that weekly target.

HOW FAST IS THE PATH TO CASH?

Most fast money-making ideas are services – not products.

EXAMPLE: House Cleaning Service



Monday – Spread the word, create/print flyers & order forms

Tuesday – Post flyers around your neighborhood

Wednesday – Retain first client by cleaning house of a woman throwing a party

Thursday – Clean house day after the party, turn in invoice and receive money for services

Friday – Deposit money in your bank account

MODEL CRITERIA

- Size of company
- Gross revenue
- Employee or contractor base
- Marketing planning
- Sales process
- Joint ventures
- Leadership philosophy



FOLLOW THE LEADER

1

- Use the internet or look at local businesses for research

2

- Pick a candidate and collect as much information as possible

3

- Call and talk to the business – take notes

4

- Gather as much marketing collateral for that business that you can find...study it

5

- Determine the best elements you found

6

- Create your own business model from your research

REVENUE MODELING



REVENUE PROJECTIONS

	February			
Revenue Stream	Projected Qty Sold	Projected \$ Produced	Actual Qty Sold	Actual \$ Produced
Widgets	20	\$399.00	23	\$458.85
Do Dads	15	\$749.25	10	\$499.50
What Nots	13	\$1,299.35	8	\$799.60
Must Haves	9	\$1,755.00	7	\$1,365.00
Total		\$4,202.60		\$3,122.95
	<input checked="" type="checkbox"/>	did not meet my projections		
	<input type="checkbox"/>	met my projections		
	<input type="checkbox"/>	exceeded my projections		

YEAR 1 REVENUE MODEL

Year 1 - Revenue Model

		January	February	March	April	May	June
Unit sales of Item #1 (e.g. via Internet)	#	200	225	250	275	300	325
Units sale of Item #2 (e.g. via Internet)	#	100	100	150	175	200	225
Unit sales of Item #3 (e.g. via Internet)	#	50	100	120	140	160	180
Sales of Item #4 by 5 sales people	#	10	20	30	40	50	60
Sales of Item #5 by 5 sales people	#	8	16	24	32	40	48
Other Units of Item #6 which will sell	#	2	2	2	2	2	2
Revenues	Price	January	February	March	April	May	June
# sales from row 3 x item price (D12)	\$ 10	\$ 2,000	\$ 2,250	\$ 2,500	\$ 2,750	\$ 3,000	\$ 3,250
# sales from row 4 x item price (D13)	\$ 20	\$ 2,000	\$ 2,000	\$ 3,000	\$ 3,500	\$ 4,000	\$ 4,500
# sales from row 5 x item price (D14)	\$ 30	\$ 1,500	\$ 3,000	\$ 3,600	\$ 4,200	\$ 4,800	\$ 5,400
# sales from row 6 x item price (D15)	\$ 40	\$ 400	\$ 800	\$ 1,200	\$ 1,600	\$ 2,000	\$ 2,400
# sales from row 7 x item price (D16)	\$ 50	\$ 400	\$ 800	\$ 1,200	\$ 1,600	\$ 2,000	\$ 2,400
# sales from row 8 x item price (D17)	\$ 60	\$ 120	\$ 120	\$ 120	\$ 120	\$ 120	\$ 120
(cost of goods & production as a % e.g. 10%)		\$ 440	\$ 880	\$ 1,320	\$ 1,760	\$ 2,200	\$ 2,640
Total Revenues		\$ 6,860	\$ 9,850	\$ 12,940	\$ 15,530	\$ 18,120	\$ 20,710
Expenses		January	February	March	April	May	June
Salary and commission expenses							
Rent							
Repairs							
Furniture & Equip. lease							
Bank Charges							
Computer							
Technical support							
Advertising							
Travel							
Insurance							
Telephone							
Computer Supplies/Software							
General Supplies							
Network Support							
Professional services							
Miscellaneous							
Total Expenses		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net Income (Revenue minus Expenses)		\$ 6,860	\$ 9,850	\$ 12,940	\$ 15,530	\$ 18,120	\$ 20,710
Cumulative Net Income		\$ 6,860	\$ 16,710	\$ 29,650	\$ 45,180	\$ 63,300	\$ 84,010

YEAR 1 REVENUE MODEL

Year 1 - Revenue Model

	July	August	September	October	November	December	total yr
Unit sales of Item #1 (e.g. via Internet)	350	400	450	500	550	600	4,425
Units sale of Item #2 (e.g. via Internet)	250	300	325	350	375	400	2,950
Unit sales of Item #3 (e.g. via Internet)	200	220	240	260	280	300	2,250
Sales of Item #4 by 5 sales people	70	80	90	100	110	120	780
Sales of Item #5 by 5 sales people	56	64	72	80	90	100	630
Other Units of Item #6 which will sell	2	2	2	2	2	2	24
Revenues	July	August	September	October	November	Dec.	total yr
# sales from row 3 x item price (D12)	\$ 3,500	\$ 4,000	\$ 4,500	\$ 5,000	\$ 5,500	\$ 6,000	\$ 44,250
# sales from row 4 x item price (D13)	\$ 5,000	\$ 6,000	\$ 6,500	\$ 7,000	\$ 7,500	\$ 8,000	\$ 59,000
# sales from row 5 x item price (D14)	\$ 6,000	\$ 6,600	\$ 7,200	\$ 7,800	\$ 8,400	\$ 9,000	\$ 67,500
# sales from row 6 x item price (D15)	\$ 2,800	\$ 3,200	\$ 3,600	\$ 4,000	\$ 4,400	\$ 4,800	\$ 31,200
# sales from row 7 x item price (D16)	\$ 2,800	\$ 3,200	\$ 3,600	\$ 4,000	\$ 4,500	\$ 5,000	\$ 31,500
# sales from row 8 x item price (D17)	\$ 120	\$ 120	\$ 120	\$ 120	\$ 120	\$ 120	\$ 1,440
(cost of goods & production as a % e.g. 11)	\$ 3,080	\$ 3,520	\$ 3,960	\$ 4,400	\$ 4,850	\$ 5,300	\$ 34,350
Total Revenues	\$ 23,300	\$ 26,640	\$ 29,480	\$ 32,320	\$ 35,270	\$ 38,220	\$ 269,240
Expenses	July	August	September	October	November	Dec.	total yr
Salary and commission expenses							\$ -
Rent							\$ -
Repairs							\$ -
Furniture & Equip. lease							\$ -
Bank Charges							\$ -
Computer							\$ -
Technical support							\$ -
Advertising							\$ -
Travel							\$ -
Insurance							\$ -
Telephone							\$ -
Computer Supplies/Software							\$ -
General Supplies							\$ -
Network Support							\$ -
Professional services							\$ -
Miscellaneous							\$ -
Total Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net Income (Revenue minus Expenses)	\$ 23,300	\$ 26,640	\$ 29,480	\$ 32,320	\$ 35,270	\$ 38,220	\$ 269,240
Cumulative Net Income	\$ 107,310	\$ 133,950	\$ 163,430	\$ 195,750	\$ 231,020	\$ 269,240	



PRICE REFINED

The price you used in determining if your idea makes economic sense \$ _____

The prices used by similar businesses you researched

\$ _____

\$ _____

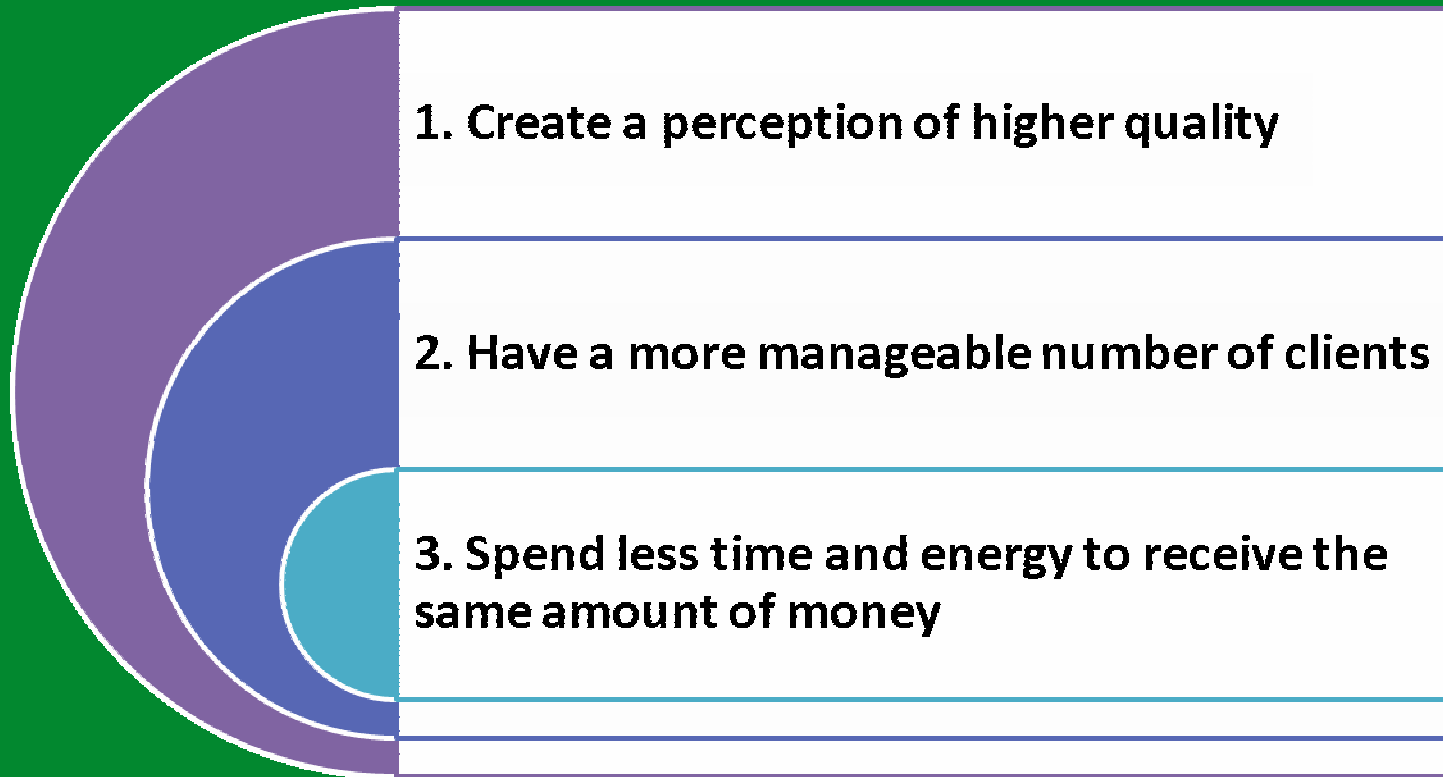
\$ _____

Increase the top price by 10 percent (x 1.10) \$ _____

New Price Estimate: \$ _____

PRICING MEANS EVERYTHING

By charging a little more than your competitors, you:



HOMework



- 1. Find model companies and blend the best**
- 2. Contact a company and ASK QUESTIONS**
- 3. Create your own Revenue Projections**
- 4. Send homework to info@liveoutloud.com**
- 5. Register for Part Three: Fast Promotion to Bring in Customers**
- 6. Get to your resource page at www.liveoutloud.com/morecashseries**