

# HotProspects!

## RETURN ON INVESTMENT

*Which of these Scenarios do you fit into?*

## PERSONALIZED LETTER

### 2 Successful Sample Scenarios

Plug in your numbers...	#1	#2
Number of letters mailed	5,000	10,000
Percent response*	.0035%	.0075%
Total Calls	17	75
Total Appointments (Calls x 25%)	4	18
Total New Clients (Appts. x 50%)	2	9
Average New Client Commission	\$3,000	\$3,000
Average Advisor Commission	\$6,000	\$27,000

### Advisor's Marketing Investment

Mailing Cost	\$2,700	\$5,200
Telephone	\$ 200	\$ 300
Setup	\$ 500	\$ 500
Your Investment	\$3,400	\$6,000

### Your Profit

YOUR NET PROFIT FROM 1 MAILING	\$2,600	\$21,000
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\*Based on averages

NOTE: This chart is only a sample of a backend analysis for financial advisors who use seminars to increase their business. These are estimates and will vary due to the different types of portfolios and investment structures. Also, you must consider the lifetime value of a client, including referrals.

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