

HotProspects!

RETURN ON INVESTMENT

Which of these Scenarios do you fit into?

POSTCARDS

2 Successful Sample Scenarios

Plug in your numbers...	#1	#2
Number of post cards mailed	5,000	10,000
Percent response*	.0025%	.0025%
Total Calls	12	25
Total Appointments (Calls x 25%)	3	6
Total New Clients (Appts. x 50%)	1.5	3
Average New Client Commission	\$3,000	\$3,000
Average Advisor Commission	\$4,500	\$9,000

Advisor's Marketing Investment

Mailing Cost	\$1,900	\$3,700
Telephone	\$ 150	\$ 250
Setup	\$ 500	\$ 500
Your Investment	\$2,550	\$4,450

Your Profit

YOUR NET PROFIT FROM 1 MAILING	\$1,950	\$4,550
-----------------------------------	---------	---------

*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.

COPYRIGHT 2006-RME/SEMINAR SUCCESS (reproduction of this chart is prohibited)