

## HOW MANY COURSES DO YOU NEED TO SELL TO REACH YOUR REVENUE GOAL?

Your revenue goal  $\div$  your course price = how many courses you need to sell

For example, if you have a revenue goal of \$10,000 and your course is \$497:

$$\text{\$10,000} \div \text{\$497} = \sim 20 \text{ course sales}$$

revenue goal

course price


how many sales you need

Now try with your numbers:

$$\frac{\text{revenue goal}}{\text{course price}} = \text{how many courses you need to sell}$$

## HOW MANY PEOPLE DO YOU NEED ON YOUR EMAIL LIST TO REACH YOUR REVENUE GOAL?

How many course sales you need multiplied by 100 and then divided by 3

  $20 \times 100 = 2,000 \div 3 = \sim 670 \text{ people on your email list}$

how many sales you need  
(from example above)

Now try with your numbers:

$$\frac{\text{how many sales you need} \times 100}{\text{conversion rate \%}} = \text{how many people on your email list}$$