

Representative Campaign Plan

CURRENT CAMPAIGN: _____ DATE: _____ PLAN FOR CAMPAIGN: _____

SNAPSHOT

GOAL		ACTUAL						
	<i>Based on your desired Achievement Level</i>	C	C	C	C	Total		Per Campaign Average
Award Sales						=\$	÷	=\$
Total # of Customers (incl. Online)						=	÷	=
Average Order						=\$	÷	=\$
Earnings						=\$	÷	=\$
PRP Sales Achievement								
Award Sales CTD								

A

	President's Club	Honor Society	Rose Circle	McConnell Club	President's Council	Inner Circle
Total Cycle Sales (minimum requirement)	\$10,000	\$20,000	\$35,000	\$65,000	\$110,000	\$220,000
Average # Customers	15	31	58	102	173	431
Average Award Sales per Campaign	\$385	\$763	\$1,347	\$2,500	\$4,231	\$8,462
Average Percentage Earnings	40%	40%	45%	50%	50%	50%
Average Monthly Earnings Potential	\$308	\$588	\$1,212	\$2,500	\$4,231	\$8,462

Reference Table 1: Sales Achievement Targets by PRP Level

STRATEGY

A. NEW CUSTOMERS EVERY CAMPAIGN

of Referrals _____

of New Prospects _____

Total # of New Customers _____

B

STRATEGY, CONTINUED

B. PRODUCT PROMOTION

TELL

GIVE

MODEL

DEMO

PRE ORDER

C. CALCULATE YOUR EARNINGS

Average Customer Purchase = \$



Total # of Customers = Per Campaign Average # of Customers (A) + Total # of New Customers (B) =

Multiply the Average Customer Purchase X the Total # of New Customers =
Potential Total Award Sales = \$

Potential Total Earnings¹ (X %) = \$

Use the Earnings Table below to ensure that appropriate Earnings % levels are being applied to your regular Total Award Sales;
Remember that you earn 20% on all Fixed Earnings products (25% Fixed Earnings for PRP members)

Order Size	Earnings
\$1,575 or greater	50%
\$925 - \$1,574.99	45%
\$440 - \$924.99	40%
\$295- \$439.99	35%
\$150 - \$294.99	30%
\$50 - \$149.99	20%
0 - \$49.99	0%
Reference Table 2: Earnings Levels based on Order Size	