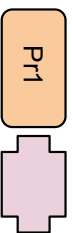


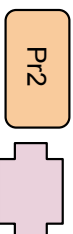
Jan Feb Mar  
Eyes: 500 500 500

Group Program #1



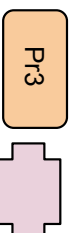
March Presentation +Sales Calls | Goal: 12

Apr May Jun  
Eyes: 700 700 700



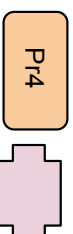
June Presentation +Sales Calls | Goal: 14

Jul Aug Sep  
Eyes: 800 800 800

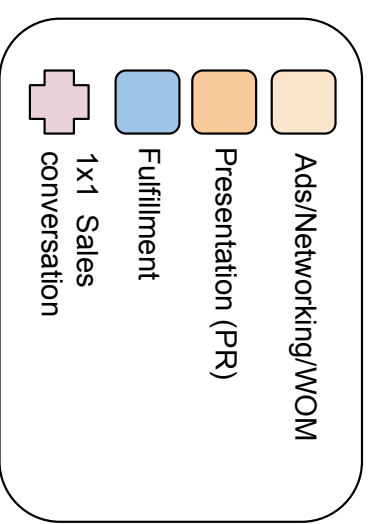


Sept Presentation +Sales Calls | Goal: 16

Oct Nov Dec  
Eyes: 900 900 900



Dec Presentation +Sales Calls | Goal: 18



Goal: Take-home \$100k/year

Estimate: **\$25k/month gross** (33% profit ratio)

[1] Divide by package price (example: \$5k)

[2] Number of sales/month = **5 packages**

How many sales call to get to 5 sales? Example: **10** (50% conversion)

How many people to the presentation: 20 people/month (50%)

Advertising and other targeted marketing (2022)

Rolling Admission - taped presentation (2022)

FULFILLMENT

2021 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec 2022 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec