

Customers Desired...

With how many people do I need a business relationship with to have the money I desire?

If I want to sell my company for	\$ 15,000,000	based upon a
P/E Multiple of	10	times my...
Annual Profit of	\$ 1,500,000	which I appreciate making every year!
My Profit Margin needs to be about	15%	so then my...
Annual Revenue will be	\$ 10,000,000	Yeah baby! Yeah!

If my average selling price is	\$ 65	then...
we will sell a total of	153,846	units per year.
or about	\$ 12,821	units per month.

If just	5%	of our customers purchased
	3	units...
there would be a total of	2,564	people we need to give very special attention.
If just	15%	of our customers purchased
	2	units...
there would be a total of	11,538	people we need to give special attention.

Who buys multiple units? And why? Is there a channel by which you can reach them? Find out.

Altogether, we require a total mix of	123,077	customers per year.
That would be about	10,256	customers per month.
And about	342	per Day!
Yep, that's	14	per hour (24:7)!

If we have a market share of about	5%	then we are looking for...
a customer universe of	2,461,538	people.

Which market segments are large enough to pursue yet small enough to ravish?

Sell to everyone in the world who fits your profile...

Focus on these people and you will be on your way...

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