

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	\$ 10,000,000	based upon a
P/E Multiple of	10	times my...
Annual Profit of	\$ 1,000,000	which I appreciate making every year!
My Profit Margin needs to be about	15%	so then my...
Annual Revenue will be	\$ 6,666,667	Yeah baby! Yeah!

If my average selling price is	\$ 65	then...
we will sell a total of	102,564	units per year.
or about	\$ 8,547	units per month.

If just	5%	of our customers purchased
	3	units...
there would be a total of	1,709	people we need to give very special attention.
If just	15%	of our customers purchased
	2	units...
there would be a total of	7,692	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	82,051	customers per year.
That would be about	6,838	customers per month.
And about	228	per Day!
Yep, that's	9	per hour (24:7)!

If we have a market share of about	5%	then we are looking for...
a customer universe of	1,641,026	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...