



RETURN ON INVESTMENT FOR MORGAN'S REST WORKING WITH PERFORMANCE BUSINESS DESIGN

YOUR REVENUES	<i>Benefit</i>	\$ 20,000	\$ 30,000	\$45,000	\$75,000	\$100,000	\$150,000	\$200,000	\$300,000
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Revenue increase from implementing these PBD strategies:

You Have a Website Campaign	3%	\$600	\$900	\$1,350	\$2,250	\$3,000	\$4,500	\$6,000	\$9,000
Your Social Media Campaign Shines	3%	\$600	\$900	1,350	2,250	3,000	4,500	6,000	9,000
You Expand Your Business	5%	\$1,000	\$1,500	2,250	3,750	5,000	7,500	10,000	15,000
PRO-FORMA REVENUES	11%	<u>22,200</u>	<u>33,300</u>	<u>49,950</u>	<u>83,250</u>	<u>111,000</u>	<u>166,500</u>	<u>222,000</u>	<u>333,000</u>

YOUR COSTS	<i>60%</i>	12,000	18,000	\$27,000	\$45,000	\$60,000	\$90,000	\$120,000	\$180,000
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Cost (decrease) from implementing these PBD strategies:

You Have a Website Campaign	0%			-	-	-	-	-	-
Your Social Media Campaign Shines	0%			-	-	-	-	-	-
You Expand Your Business	<u>0%</u>	\$0	-	-	-	-	-	-	-
PRO-FORMA COSTS	0%	12,000	18,000	27,000	45,000	60,000	90,000	120,000	180,000
PRO-FORMA PROFIT		<u>10,200</u>	<u>15,300</u>	<u>\$22,950</u>	<u>\$38,250</u>	<u>\$51,000</u>	<u>\$76,500</u>	<u>\$102,000</u>	<u>\$153,000</u>

Original Profit		8,000	12,000	18,000	30,000	40,000	60,000	80,000	120,000
Benefit from working with PBD		<u>\$2,200</u>	<u>\$3,300</u>	<u>\$4,950</u>	<u>\$8,250</u>	<u>\$11,000</u>	<u>\$16,500</u>	<u>\$22,000</u>	<u>\$33,000</u>

Performance Business Design Fees:

You Have a Website Campaign	2,100	410	410	410	410	410	410	410	410
Your Social Media Campaign Shines	670	690	690	690	690	690	690	690	690
You Expand Your Business	<u>670</u>	<u>1,110</u>	<u>1,110</u>	<u>1,110</u>	<u>1,110</u>	<u>1,110</u>	<u>1,110</u>	<u>1,110</u>	<u>1,110</u>
Total Fees to PBD	3,440	2,210	2,210	2,210	2,210	2,210	2,210	2,210	2,210

Return on Investment Over 2 Years		<u>28%</u>	<u>199%</u>	<u>348%</u>	<u>600%</u>	<u>900%</u>	<u>1400%</u>	<u>1900%</u>	<u>2900%</u>
Payback Period (months)		19	8	5	3	2	2	1	1

NOTES:

"PBD" represent Performance Business Design

Prices are subject to change. A formal quote will be made only by presentation.

All numbers shown above are estimates and cannot be guaranteed.