



Estimation of Effort Worksheet

Step A:

1. Current Monthly Gross Income: \$ _____
2. Targeted Monthly Gross Income: \$ _____
3. Difference Between Current and Targeted Gross Income: \$ _____

This is the amount that you need to bring in with your new direct mail campaign.

Step B:

Do a test mailing of 5000 postcards and track your results.

1. # Of Sales Closed: _____
2. Gross Income From this Test Mailing: \$ _____
3. Average Sale Amount (Step B2 ÷ Step B1) \$ _____

Step C:

Determine how many postcards will need to go out in order to make Gross Income Target.

1. To make Gross Income Target we need _____ Sales (Step A3 ÷ Step B3).
2. It takes _____ Postcards Mailed to Get 1 Sale. (5000 Postcards ÷ Step B1)
3. We need to mail _____ postcards. (Step C1 x Step C2)

Step D:

What percentage of your income needs to go towards marketing?

1. Find out cost to mail _____ postcards (from Step C3 above).
(Usually averages about \$0.30 per card including postage, depending on quantity mailed.)
2. Step C3 x \$0.30 per piece = \$ _____
3. Add this cost to your current monthly marketing budget.
Current Budget \$ _____ + Step D2 = \$ _____ This is your new monthly marketing budget.
4. Find out what % of your income this budget is.
New Marketing Budget (Step D3) \$ _____ ÷ Current Monthly Gross Income (Step A1) = _____ %
This is the percentage of your monthly gross income that you need to spend on marketing each month!

Questions? Email joy.gendusa@postcardmania.com