

PV-E

Gross Profit For Monthly Sales©

This dollar amount represents your profit on sales before your cost of sale (total advertising costs) have been subtracted.

It is this amount that is often touted in the hype that you see on the Internet. Wild claims such as, "I make \$10,000 a week in my spare time!" or "We made \$140,000 our first year in business!" are commonly seen.

Here is an experiment for you...

Go to your AMP table and, using "realistic" (doable) figures for your 7 Variables, see if you can create a case scenario where you can net \$100,000 annually, then ask yourself, "What is it really going to take to pull this off?"