

## **PV-II**

### **No. Of Monthly Sales from PPC Adv.©**

This data represents all sales from all PPC and other paid advertising. This cost must be subtracted from gross profit in order to arrive at net profit.

Good Profit planning must always consider cost of sale when considering the profit potential of any affiliate product.

Much Internet hype talks about the “big money” you can make with affiliate marketing. You will find few if any times that this hype makes a distinction between gross and net profit!

Without this distinction, the claim of “big money” is, for all practical purposes, meaningless.