

Congratulations! You've just received the most powerful, and yet simplistic tools to aid you in accurately forecasting your break-even points for seminars!

### PLEASE READ THESE INSTRUCTIONS!!!

(additional message for our male readers) PLEASE.. I BEG YOU!!! READ THESE INSTRUCTIONS!!!!

While the fields are all pretty much self explanatory, you will need to know a few things about them before you begin.

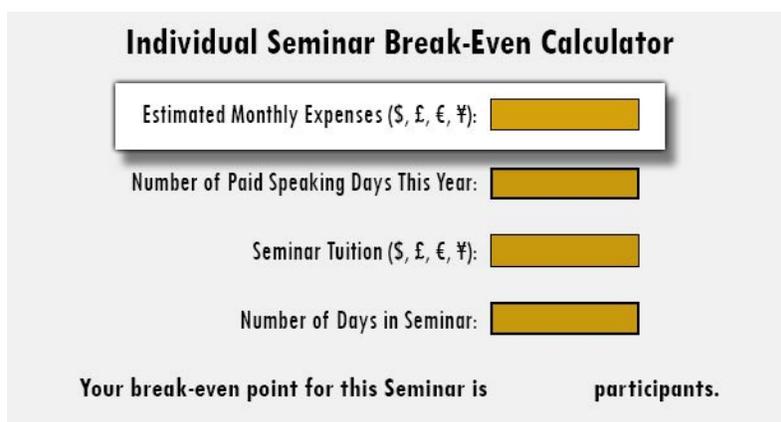
#### Awesome Feature #1

This document is a template that can and should be used over and over again. Every time you schedule an event, you will want to fill out this form to establish your break-even points. Due to the fact that nothing ever stays the same in a business, and because of the proprietary calculations that are invisible on the document, you cannot save the data on this form, and you don't want to either! It could create a false sense of stability in an unstable and unpredictable business. Ideally, you will want to run these numbers every quarter to make sure you have accurate estimates in place.

#### Awesome Feature #2

This is an adobe acrobat document. What that means is that no matter what computer you are using, you should be able to open this document easily and it will work flawlessly. In order for this .PDF document to work, you will need to have Adobe Acrobat Reader installed on your computer. Don't worry, most already do, but just in case your computer is not equipped with this software, you can download it for free by [clicking here](#).

#### How to fill in the form:



The image shows a screenshot of a web form titled "Individual Seminar Break-Even Calculator". The form has a light gray background and contains four input fields, each with a yellow text box and a corresponding yellow input field:

- Estimated Monthly Expenses (\$, £, €, ¥): [input field]
- Number of Paid Speaking Days This Year: [input field]
- Seminar Tuition (\$, £, €, ¥): [input field]
- Number of Days in Seminar: [input field]

Below the input fields, the text reads: "Your break-even point for this Seminar is [input field] participants."

#### Estimated Monthly Expense:

Seems simple enough, but let's explore all that it may include. If you are a "one-man-band" type business and haven't yet drawn a salary on your company then this is all of your personal expenses on top of your home business expenses. Everything from your car payment, insurance, mortgage, groceries, office supplies. If you don't know what it is, estimate on the high side. Keep in mind, this isn't just your fixed expense it's an average of your anticipated expenses as well. For example: If you have 6 seminars scheduled this year, and each seminar will cost \$2000 in expenses, you need to add an additional \$1000 to your monthly expenses. This is where so many entrepreneurs fail in the speaking business. They either forget to include their fixed monthly expenses when calculating their seminar break-even points or they forget to include their anticipated seminar expenses when they created their monthly budgets. This doesn't have to be exact, but you want it as close as possible.



If you are a corporation drawing a salary then this becomes much easier. Your monthly expenses include all of your business expenses like salary, insurance, rent, utilities etc. It also includes an average of all of your estimated expenses such as seminars that you will be conducting like mentioned above. Once again, if you don't know this figure, estimate, but guess on the high side. It's better to meet a break-even point that's too high than too low. When you hit a break-even point that is higher than reality your problem is finding out where to put your money; when you hit a break-even point that is lower than reality your problem is calculating how long before you go bankrupt!

**Individual Seminar Break-Even Calculator**

Estimated Monthly Expenses (\$, £, €, ¥):

Number of Paid Speaking Days This Year:

Seminar Tuition (\$, £, €, ¥):

Number of Days in Seminar:

**Your break-even point for this Seminar is          participants.**

**Number of Paid Speaking Days this Year:**

This is NOT an estimate. You want to enter the exact number of days you will be speaking that are currently confirmed. This number will obviously change throughout the year, which is why you should revisit your break-even numbers at least once each quarter.

Paid speaking days DO NOT include introductory events or guest spots where you are promoting another event. I realize that you will be selling at these events, so that may seem like they are paid, but all of the monies you are taking in need to be applied to the seminar you are selling the tickets for – that is your paid speaking day, not the introductory event.

**Individual Seminar Break-Even Calculator**

Estimated Monthly Expenses (\$, £, €, ¥):

Number of Paid Speaking Days This Year:

Seminar Tuition (\$, £, €, ¥):

Number of Days in Seminar:

**Your break-even point for this Seminar is          participants.**

**Seminar Tuition:**

This is the price you charge for your event. It needs to be the ACTUAL price, not the fake full price that is regrettably a necessary evil in this business. If you have various fees that you charge for an event based on enrolment date, use the lowest sale price you use. It's the only way the calculation will be remotely accurate.



### Individual Seminar Break-Even Calculator

Estimated Monthly Expenses (\$, £, €, ¥):

Number of Paid Speaking Days This Year:

Seminar Tuition (\$, £, €, ¥):

Number of Days in Seminar:

**Your break-even point for this Seminar is  participants.**

#### Number of Days in the Seminar:

This is the easiest of the 4 data entry points. It reflects how many days the seminar is that you are currently working with. If your program is 2.5 days in length, enter the number as 3 days.

#### Your Break-Even Score:

Keep in mind this is not the number you want to aim for. In fact, this is just the number you have to reach in order to be broke! If you want profit, remember that your number of actual participants needs to be even higher. This number is also a worst-case scenario. Because of the proprietary calculations that are working behind this template, we have calculated this number on averages not in your favor. This is a good thing because it means that if you do hit your break-even number, there's a strong chance you actually made some profit.

Please note that this does not include product sales at the events. Product sales are a great way to make profit, and when you factor your break-even numbers without factoring in any product sales, essentially your product sales become a bonus.

If used correctly, this form will become an invaluable part of your professional speaking business. If you would like to learn more secrets to this business, I'm going to be accepting applications for my next round of mentoring participants. Imagine having me as your personal mentor for your speaking business. It's possible! Contact my offices at 813 258 4372 for a phone interview and application.

Until then, take care, dare to dream, and make each day an epic adventure!

To Your Success,

Topher Morrison  
 Founder Legacy Certification  
<http://www.legacycertification.com>





**"NO LEGACY IS SO RICH AS HONESTY."**

**- WILLIAM SHAKESPEARE**

## **Individual Seminar Break-Even Calculator**

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**Number of Paid Speaking Days This Year:**

**Seminar Tuition (\$, £, €, ¥):**

**Number of Days in Seminar:**

**Your break-even point for this Seminar is \_\_\_\_\_ participants.**

