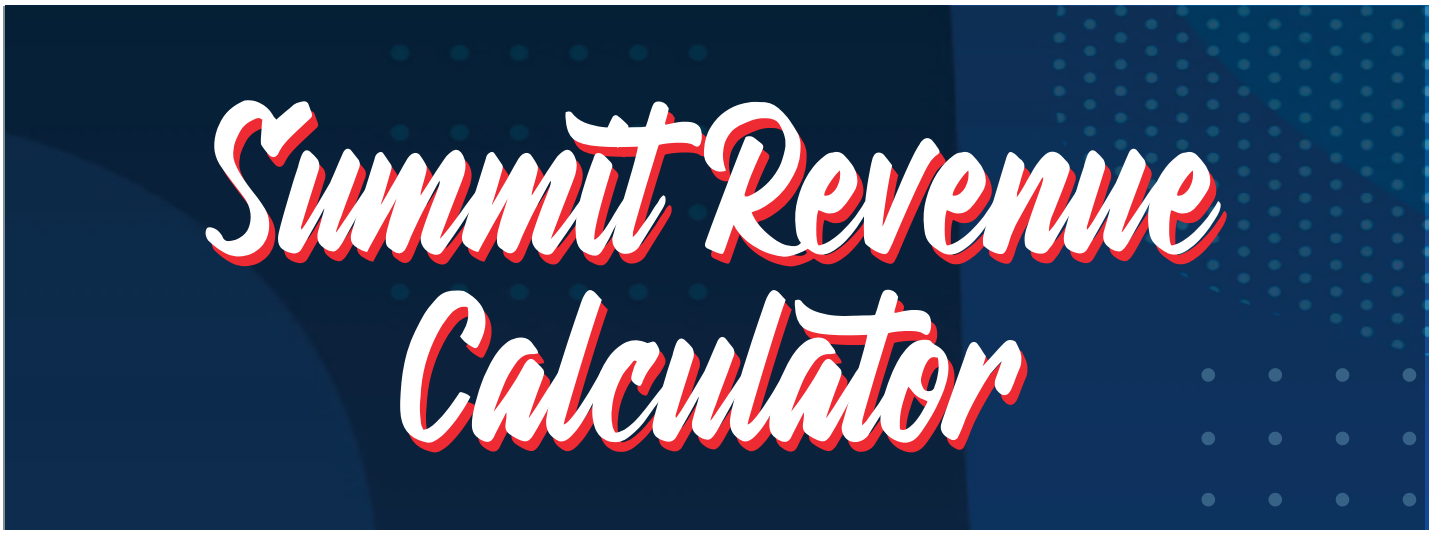
Summit Genesis *Workshop*




## *Summit Revenue Flow:* _____

### *7) Total Net Revenue*

Total Gross Revenue – Expenses

### *6) Final Gross Revenue*

Total Gross Revenue + Sponsor Fees and Any Additional Revenue

### *5) Initial Gross Revenue*

Total Number of Sales x Average Summit Offer Value

### *4) Total Number of Sales*

Total Attendees x Sales conversion rate

### *3) Total Attendees*

Total Page Views X Opt In Conversions

### *2) Total Page Views*

List Potential X Speaker Email Conversion Rate

### *1) List Potential*

Total Speakers X Average List Size

# Summit Example: Summit Details

- **Total Expenses**
  - Affiliate Commissions: 30% of sales at 50% commission
  - Ad Spend: $2,000
  - Extra Expenses: $2,500 - workshop

- **Sponsor Revenue: $5,500**
  - 3 Sponsors x $1,500 fee
  - 1 Sponsors x $1,000 fee

- **Additional Revenue:**
  - Upsells
  - Order Bumps
  - Other revenue

- **Average Summit Offer Sale: $94**
  - Low Tier: $69
  - High Tier: $119

- **Total Net Revenue: $9,948**
  - Total Gross Revenue – Expenses
  - $16,028 - $6,080
  - Affiliate expense: $10,528 x 30% aff sales x 50% com
  - Affiliate expense: $1,579

- **Final Gross Revenue: $16,028**
  - Total Gross Revenue + Sponsor Fees and Any Additional Revenue
  - $10,528 + $5,500 sponsors

- **Initial Gross Revenue: $10,528**
  - Total Number of Sales x Average Summit Offer Value
  - 112 sales x $94

- **Total Number of Sales: 112**
  - Total Attendees x Sales conversion rate
  - 2,250 x 5% sales conversion

- **Total Attendees: 2,250**
  - Total Page Views x Opt In Conversions
  - 7,500 x 30%

- **Total Page Views: 7,500**
  - List Potential X Speaker Email Conversion Rate
  - 150,000 x 5%

- **List Potential: 150,000**
  - Total Speakers X Average List Size
  - 30 speakers x 5,000 list size