

## Marketing Budget Formula:

### Step A—

1. Current Annual Gross Income: \$ \_\_\_\_\_
2. Targeted Annual Gross Income: \$ \_\_\_\_\_
3. Difference: \$ \_\_\_\_\_

This is the amount you are targeting to bring in for your marketing efforts.

### Step B—

1. Advertising/Marketing Dollars Spent in 2015: \$ \_\_\_\_\_
2. Number of Buyers in 2015: \_\_\_\_\_
3. Average Sale/Ticket in 2015: \$ \_\_\_\_\_
4. Number of Sales Needed for Targeted by Average  
(Step B2/Step B3) \$ \_\_\_\_\_
5. Advertising/marketing per buyer in 2015:  
(Step B1/B2) \$ \_\_\_\_\_
6. Advertising spend per buyer for Target  
(Step B4\*B5) \$ \_\_\_\_\_

**This is your target marketing budget.**

