

## COMMUNITY SPOTLIGHT

# Is a shared mailer worth it for you?

Fill in this sheet. See how many new customers pay for your ad.

### 1. Is this card a good fit?

Our card goes to homes. Do you sell to people near you?

☐ **Yes**    ☐ **No**    ☐ **Not sure**

If you sell only to businesses, this card may not be right for you.

### 2. What is left from one job?

**One customer pays me:** \$\_\_\_\_\_

**My job costs:** \$\_\_\_\_\_

**Paid - job costs =** \$\_\_\_\_\_ **left from one job**

Count parts, supplies, and pay for the work. Do not take out the ad yet.

**Example: \$500 paid - \$300 job costs = \$200 left.**

### 3. How many customers pay for the ad?

**Small ad: \$350    Medium ad: \$600    Large ad: \$1,000**

My ad price: \$\_\_\_\_\_ / money left from one job: \$\_\_\_\_\_

**= \_\_\_\_\_ new customers needed. Round UP to a whole number.**

Example:  $\$350 / \$200 = 1.75$ . You need 2 new customers.

2 customers leave \$400. Pay \$350 for the ad. You have \$50 left.

### 4. What if more people buy?

\_\_\_\_\_ new customers x \$\_\_\_\_\_ left from each job

**= \$\_\_\_\_\_ total. Take out \$\_\_\_\_\_ for the ad.**

**I could have \$\_\_\_\_\_ left. If below \$0, the ad is not paid for yet.**

This is a plan, not a promise. You may still have bills and taxes to pay.

Use first-sale money here. Later sales take time. This sheet does not do the math for you.