

MEDICARE

101

Program Costs and Results In-Person Workshops

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Cost of Campaign (Includes Social Media Ads, E-Blasts, and Direct Mail)	\$1,059	\$1,059	\$1,059	\$1,059	\$1,059	\$1,059
Total Workshops Ran	1-3	1-3	1-3	1-3	1-3	1-3
Avg. Number of Registrations	24	24	24	24	24	24
Avg. Number of Attendees (Avg. Rate = 75%)	18	18	18	18	18	18
Avg. Number of Prospects to Work With (Avg. Rate = 80%)	14.40	14.40	14.40	14.40	14.40	14.40
% of Sales from Prospects	65%	65%	70%	75%	75%	80%
Avg. Number of Medicare Clients Obtained	9.36	9.36	10.08	10.80	10.80	11.52

**** NOTE: THE \$500 PLATFORM FEE IS NOT INCLUDED IN THE CAMPAIGN COST**