

Service	Total participants per			Yearly Revenue	Monthly
	Avg. price	launch	Launches per year		
Workshops					
Website workshop	\$500	5	2	\$5,000	
Marketing workshop	\$200	5	2	\$2,000	
Online course					
Love your Freelancing	\$300	4	2	\$2,400	
Membership site					
Basic membership*	\$144	12	6	\$10,368	
Yearly membership	\$400	6	6	\$14,400	
Full membership*	\$468	10	6	\$28,080	
1-on-1 coaching					
Private clients	\$1,800	6	1	\$10,800	
Total				\$73,048	\$6,087
Service	Avg. price	Sales per month		Yearly Revenue	Monthly
Digital products					
ebook	\$5	10		\$600	
Marketing workbook	\$5	10		\$600	
Physical products					
Art boards	\$20	2		\$480	
Journal	\$10	2		\$240	
Book+worksheet bundle	\$12	2		\$288	
Total				\$2,208	\$184
Grand total				\$75,256	\$6,271

* Note: for recurring revenue or membership site, use price received per participant for entire year, or avg. membership length if less than 1 year)