

## The Finances

When I am doing a promotion or fundraiser where I am selling the silhouettes, I am able to cut, glue down, package and take payment at the rate of six silhouettes per hour. At my normal sales price per single silhouette, this works out to:

6 silhouettes @ \$25 each = \$150 per hour.

**At promotions where silhouettes are being sold**, twenty-five percent of the silhouettes sold, is your commission. I write up triplicate receipts, so that all parties, you, your customers and I will each have a copy.

Your commission is:  $\$150 \times 25\% = \$37.50$  per hour.

With a minimum of 25 appointments, sales of single silhouettes alone with no copies will be:

$25 \text{ silhouettes} \times \$25 \text{ each} = \$625$

and your commission will be:  $\$625 \times 25\% = \$156.25$

On advice from my accountant I am not yet collecting GST.

Since the extra copies at \$15 each can be produced at the same time as the original, no extra time is required to make them. That is why having the promotion at a time when people are buying gifts ie. Mother's Day, Father's Day, Valentine's Day, Christmas etc. is better than at other times of the year.

Make sure to let people know about the extra copies, as often they will not realize these are available (at around half the normal cost) and your commissions will increase.

**At promotions where the silhouettes are being given away**, all I do is cut and glue down the silhouette and so I am able to do about fifteen silhouettes per hour.

My hourly rate is therefore the normal rate of \$150 per hour less 25% which is:

$\$150 - (\$150 \times 25\%) = \$112.50$  per hour.

So a three hour minimum call is:  $\$112.50 \times 3 = \$337.50$  rounded to \$335.00

I offer a reduced rate of \$130 per hour for extra hours.

A four hour call is \$465 and five hour call is \$595. Add a parking surcharge of \$20 unless parking is free.

You will be supplying the mounting cards printed with your logo/message and I will supply the special silhouette paper, the dry sheet adhesive, and clear plastic bags and of course the magic scissors!

If your store or company usually has a 30 day payment cycle, please circumvent this and have a cheque made out to "Geoff Pearce" available for me to collect on the last day of engagement.

If you have to present this promotion concept to a committee, please download all the other pages and make copies if needed.

If you have any further questions, please call me on 0414-248-000.