



PROMOTION DEBRIEF

PROMOTION TITLE:

THE RESULTS:

Total Revenue Generated _____

Total Paypal Revenue _____ (% OF TOTAL SALES) _____

Total Customers _____

Total "Launch List" Size _____

Earnings Per Lead _____

Refunds _____ (% OF TOTAL CUSTOMERS) _____

THE OFFER BREAKDOWN:

How Many Offers and Payment Plans: _____

What's the Breakdown and Percentage of Each Offer and Payment Plan:



THE SALES TIMELINE:

Total Revenue on "Cart Open" Day _____ (% OF TOTAL SALES) _____

Total Revenue on "Cart Close" Day _____ (% OF TOTAL SALES) _____

UPSELLS:

| | | | | | |
|-----------|--|--------|--|-------------|--|
| UPSELL #1 | | PRICE: | | UNITS SOLD: | |
|-----------|--|--------|--|-------------|--|

TOTAL REVENUE GENERATED FROM UPSELL #1 _____

(% OF TOTAL SALES) _____

| | | | | | |
|-----------|--|--------|--|-------------|--|
| UPSELL #2 | | PRICE: | | UNITS SOLD: | |
|-----------|--|--------|--|-------------|--|

TOTAL REVENUE GENERATED FROM UPSELL #2 _____

(% OF TOTAL SALES) _____

| | | | | | |
|-----------|--|--------|--|-------------|--|
| UPSELL #3 | | PRICE: | | UNITS SOLD: | |
|-----------|--|--------|--|-------------|--|

TOTAL REVENUE GENERATED FROM UPSELL #3 _____

(% OF TOTAL SALES) _____



WEBINAR RESULTS:

Number of Webinars _____

Total Registrants _____

Total Attendees _____

Average Conversion Rate
(Units Sold/Attendees) _____

Total Views of Replay _____

Number of Sales from
Follow-Up _____

VIDEO SERIES RESULTS:

Number of Videos in Series _____

Total Opt-Ins to Video Series _____

Total Views _____

Views Per Video _____



ADDITIONAL RESULTS:

What worked surprisingly well in this promotion:

What did not work well in this promotion:



What would you do differently next time:

What was your biggest lesson, takeaway or "ah-ha" from this debrief:
