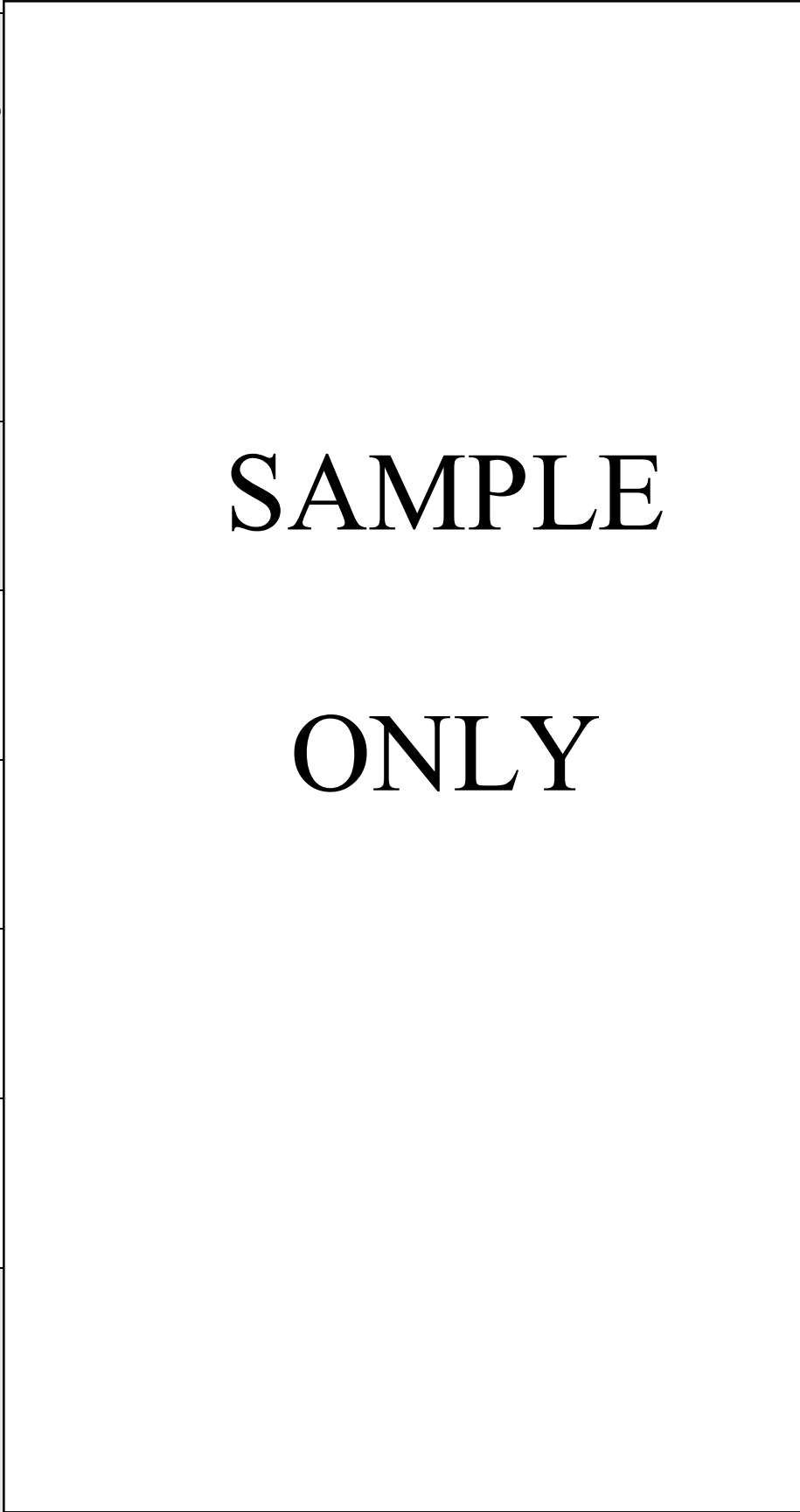


Line #	Description	Niche Market #1:	Niche Market #2:	Niche Market #3:	Niche Market #4:	Total	How to Calculate
1	Target Gross Income before business expenses	\$	\$	\$	\$	\$	Be optimistic yet realistic!
2	Marketing Budget	\$	\$	\$	\$	\$	Your estimate based on past performance or company guidelines
3	Overhead Expense Budget	\$	\$	\$	\$	\$	Your estimate based on past performance or company guidelines
4	Target NET Income	\$	\$	\$	\$	\$	Line 1 minus lines 2 & 3 This is YOUR INCOME after expenses!



4A	Target Gross Income						
5	Target Marketing Budget						
6	Average Marketing Budget						
7	Applicable Marketing Budget						
8	Marketing Budget # A						
9	Marketing Budget # N						
10	Average Marketing Budget						
11	Marketing Budget						
12	Average Marketing Budget						
13	Marketing Budget						
14	Average Marketing Budget						
15	Marketing Budget						