

Formula for ROI

1. Cost of Lead Magnet vs Potential profit of sale
2. Amount of Prospects x conversion %

Example:

Cost: 20 leads x \$30 Per Lead = \$600

Converted Sales: 20 Leads at a 20% Sales Conversion = 4 sales

Profit: 4 sales x \$1000 revenue per sale x 40% profit margin= \$1600 (PLUS 16 more leads to work on)