

	A	B	C	D	E
1	Note: Fill In Or Change Only The Cells Highlighted in Yellow!				
2	Do NOT Change Any of the Other Cells -- Data Will Automatically Be Calculated For You				
3					
4	<i>SUREFIRE DIRECT MAIL PROFIT WORKSHEET™</i>				
5					
6	Name of Mailing:		Tracking Code:		Comments:
7					
8					
9	GENERAL INFO				
10	Name of List:	House List		Back-End Expenses	
11	Size of Mailing:	#Pieces Sent		Telephone costs/literature fulfillment/sales	
12	Date Dropped:	Date		Expenses <<List>>	\$\$\$\$
13				<<List>>	\$\$\$\$
14	Rental List Cost	\$\$\$\$\$		<<List>>	\$\$\$\$
15	Select Charges	\$\$\$\$\$			
16					
17	MAILING COSTS			RESPONSE	
18	Printing	\$\$\$\$		Inquiries Received	#
19	Postage/Piece	\$		#Sales	#
20	Addressing	\$\$\$\$		Dollar Amount	\$\$\$\$\$
21	Other	\$\$\$\$			
22					
23	Mail List Costs	{=B14+B15}			
24	Mail Costs	{=(B19*B11)+B20+B21}			
25	Printing Costs	{=B18}		(Do Not Alter Formulas)	
26	TOTAL MAIL PIECE COSTS:	{=B23+B24+B25}			
27	Back End Costs	{=SUM(E12:E14)}			
28	TOTAL COSTS:	{=B26+B27}			
29					
30	Response %	{=E18/B11}			
31	Cost Per Lead	{=B26/E18}		PROFIT/LOSS	
32	Cost Per Sale	{=B26/E19}		Total Revenue	{=E20}
33				EXPENSES	{=B28}
34	Total Cost Per Lead	{=B28/E18}		NET INCOME	{=E32-E33}
35	Total Cost Per Sale	{=B28/E19}		ROI %	{=E32/E33}
36					
37	© 2000 Surefire Marketing, Inc.				

Direct Mail Profit Worksheet Formulas.xls

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11	call, etc.	
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