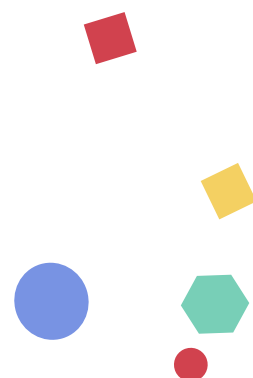
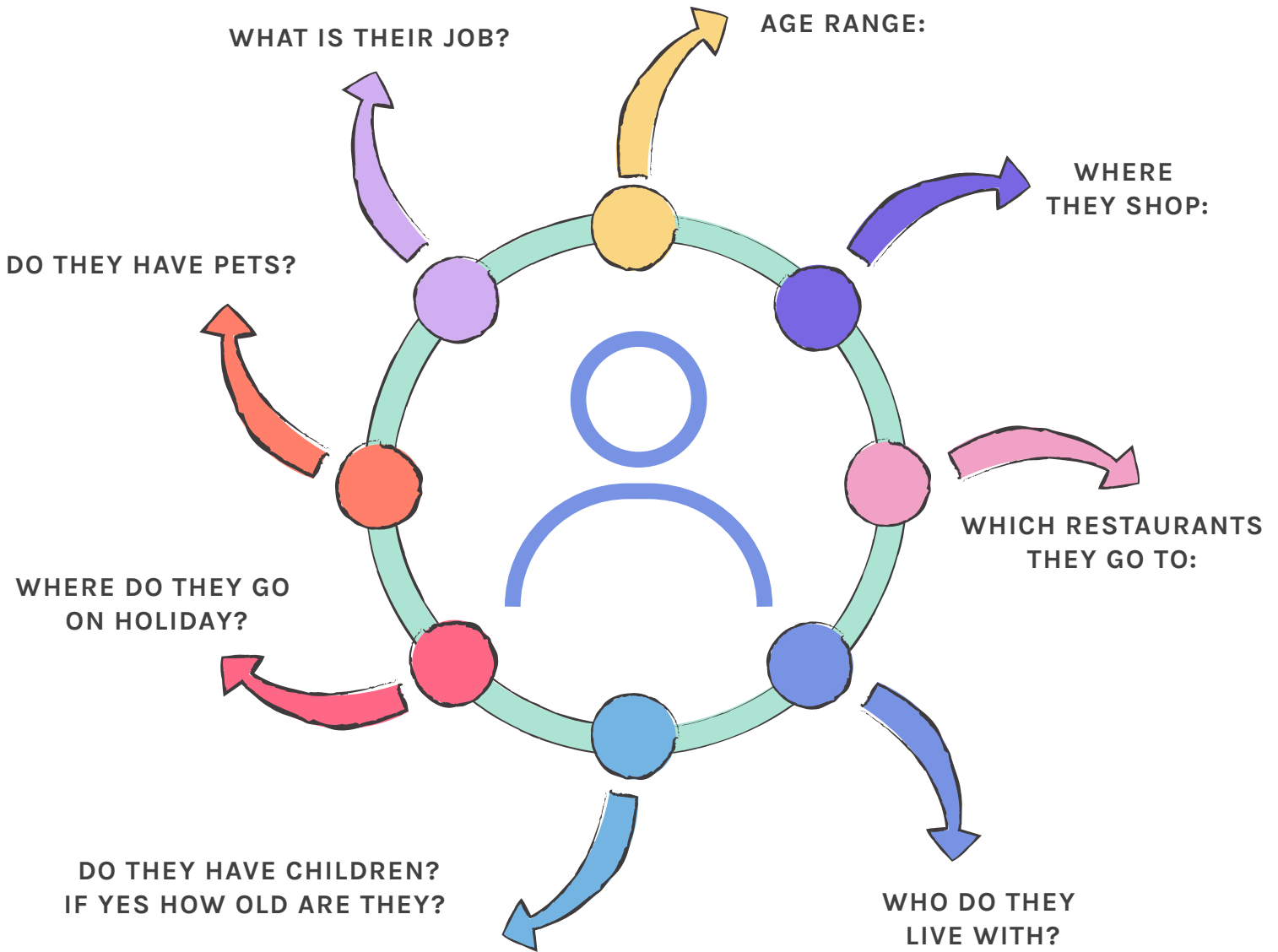
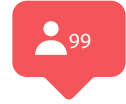


Module 1 Workbook

Lauren Prentice
SUBSCRIPTION BOX COACH



Ideal Client:



WHAT DO THEY WORRY ABOUT?



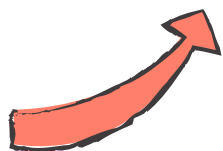
WHERE DO THEY LIVE?



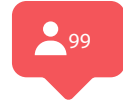
WHAT IS THEIR JOB?



DO THEY HAVE ANY HEALTH CONCERNS?



Ideal Client:



WHAT ARE THEIR
MAIN PAIN POINTS?

- 1.
- 2.
- 3.
- 4.
- 5.

**How does your box help
solve their pain points?**

WHERE DO YOUR IDEAL CUSTOMERS HANG OUT?

NAME 5 PHYSICAL PLACES:

NAME 5 ONLINE PLACES (FB GROUPS ETC):

WHO DOES YOUR IDEAL CLIENT FOLLOW? (INFLUENCERS, PAGES ETC)

Let's go deeper!



About your box:

Your box mission statement:

IS IT A

REPLENISHMENT BOX? DISCOVERY BOX? A HYBRID OF THE TWO?

WHAT KEY ITEMS WILL BE STAPLES IN EACH MONTH'S BOX?

Pricing:

COST OF BOX:	
COST OF INSERTS:	
COST OF POSTAGE (IF INCLUDED)	
MAXIMUM BUDGET FOR BOX ITEMS:	
TOTAL COST PER BOX	
ADD THESE COSTS TOGETHER AND THIS IS YOUR BASE PRICE	



Additional payments:

(ENTER PER MONTH)

WEBSITE CHARGES (HOSTING ETC)	
INSURANCE:	
STORAGE:	
SUBBLY/ PAYMENT PLATFORM FEES	

ADD ALL OF THESE COSTS UP AND DIVIDE BY THE AMOUNT OF SUBSCRIBERS YOU HOPE TO REACH FOR VARIOUS MONTHS:

COSTS FOR MONTH 1:	
COSTS FOR MONTH 2:	
COSTS FOR MONTH 3:	
COSTS FOR MONTH 4:	
COSTS FOR MONTH 5:	

HOW MUCH WILL YOU HAVE TO PAY FOR SOMEONE TO HELP TO PACK THE BOXES? DIVIDE THEIR HOURLY WAGE BY HOW MANY BOXES THEY'LL BE ABLE TO PACK IN AN HOUR

ADD YOUR BASE PRICE, PLUS YOUR DIVIDED ADDITIONAL PAYMENTS TOTAL AND YOUR PACKERS PER BOX WAGE AND YOU'LL HAVE YOUR TOTAL COSTS.

THEN WORK OUT HOW MUCH PROFIT YOU'RE GOING TO RECEIVE FROM EACH BOX.