

2014 EARNINGS REPORT – mywifilife.com

Thanks for taking the time out to download and read this report. I'm putting it together in amongst doing some goal setting for 2015. It's what we do every year after a few days stuffing our faces with far too much food and drink right?!

IN THIS REPORT, YOU WILL FIND:

- **What I have invested so far in setting up and getting started.** As much as I wanted to position at the highest level from the outset with the SFM and DEA for the best possible coaching, I simply wasn't in a position to do so financially. You can see [my timeline here on my website](#) but in short, there are various levels of coaching and commission positioning within the SFM system to suit different budgets.
- **Summary of my ROI, or 'Return on Investment'** – pretty much all you should concern yourself with when you part with your hard earned cash. Be it a for product, service, a property... ANYTHING! I want to see value for money with EVERYTHING I buy. Even a simple £2.99 sandwich! (I take my food VERY seriously)
- **A month by month breakdown for my total earnings** with the [Six Figure Mentors](#) during 2014 – I have taken snapshots of my account totals for each month (available in your 'back office' or member admin area when you sign up and have access to your own system).

I can 100%, hand on heart, promise you these images have not been manipulated (apart from anything else, that is a time consuming process that I frankly cannot be bothered faffing about with!)

One thing everyone always wants to know when they discover this system is...

“HOW MUCH DOES IT COST?”

So, here you go. Obviously there are various levels to position at but I am now at the highest and have worked my way there gradually. Everyone has to position how best suits them at the time. I would never advise on that.

My Investment:

Initial application:	\$29.95
Membership joining fee:	\$197.00 <i>(full business system access to begin marketing and making sales)</i>
Upgrade to Elite:	\$2000.00 <i>(more training calls and live mentoring, up to \$1k commission per sale)</i>
<u>Gold/Black Level coaching:</u>	<u>\$20,000.00</u> <i>(exclusive mentoring group/up to \$8k commission per sale)</i>
TOTAL CAPITAL INVESTED:	\$22,226.95

Monthly SFM membership (12months):	\$1164.00 (12months @ \$97.00)
<u>Total spent on marketing over 12months:</u>	<u>\$4413.66</u>
TOTAL MONTHLY COSTS (12months):	\$5577.66

My Returns – Year to Date 2014:

 My Sales

Summary

All Sales

Paid App Sales

Free App Sales

Clawbacks

Summary

As Of Date	Amount Earned	Clawbacks	Balance
Dec 28, 2014 - 2:11pm	\$23,956.40	-\$380.00	\$23,576.40

RETURN ON INVESTMENT (ROI)

There's two ways of looking at this – for the sake of full transparency, I have calculated both scenarios. One which takes into account the cost of training and set up, and one which only considers ongoing monthly running costs and profits.

Some people (like me) would consider the capital to be the investment in your education so it doesn't necessarily need to be factored in to a Return on Investment calculation for the business itself. But for those of you weighing up if this is something you wish to pursue, it's probably useful information.

Whichever way you look at it, my capital investment has been recouped so I'll be going in to 2015 in profit and looking to increase Scenario #2 of 422.69% ROI!

Either way you look at the two breakdowns below, the ROI with this business has been phenomenal and one which I have never seen offered by any other business model – online or offline – let alone in its first 12MONTHS!

Based on the investment detailed above, ROI is as follows:

ROI Scenario #1: 84.79% - pretty awesome!

Including the cost of my training within the SFM (think of this like the 'capital investment') PLUS what I've spent on Marketing in the last 12months.

\$23,576.40 (total returns in sales commissions)
\$22,226.95 (capital) + \$5577.66 (12months of marketing/running costs)

ROI Scenario #2: 422.69% - A-MAZING!

Just taking in to account monthly running costs – ie cost versus profit.

\$23,576.40 (total returns in sales commissions)
\$5577.66 (12months of marketing/running costs)

So you can now start to see how effective this is.

Ask yourself this:

- **What % does your bank pay you on your savings?** Probably less than 5%.
- **What ROI or rental yield do you get from a property investment you may have?** You're doing well if you're getting over 10% in any market (not including the deposit you may tie up in it).

The internet business opportunity and, more specifically, the [Six Figure Mentors](#) really has **CHANGED MY LIFE!** Hopefully this report is beginning to illustrate this for you.

MONTH BY MONTH BREAKDOWN*

Like you most people, I have life commitments. Not as many as some people but suffice to say I wasn't consistent with my efforts by any means (a bit like every time I say I'm going to start taking the gym seriously...). To name a few things, I started two new jobs during the year, completely refurbished my flat over 3-4months and had days/weeks where I frankly was too exhausted to put in the hours. Sound familiar?!

You'll notice a big slump over 3months from May to July. This was when I was in the thick of renovations on my flat and I'm prepared to admit, I didn't do the work needed to maintain the results I'd been getting prior to this. Crazy really...

That said, you also have to consider that a new business in ANY industry (on or offline) is going to take some time to start getting consistent momentum. You're still learning about every aspect of what you're doing. Consistency in results is definitely a big focus for me 2015.

ENOUGH CHAT! Below you will find snapshots as promised from my account showing earnings month by month for 2014 with a few notes and highlights.

JANUARY

- *No active marketing, still going through training, goal setting and set-up phases*
- *Attended my first live event in London, lots of motivation*
- *Average hours per week: 6-10*

My Sales Summary All Sales Paid App Sales Free App Sales Clawbacks

Total for January: **\$0.00**

Browse: January 2014 Go Search

FEBRUARY

- *No active marketing, still going through training, goal setting and set-up phases*
- *Average hours per week: 6-10*

My Sales Summary All Sales Paid App Sales Free App Sales Clawbacks

Total for February: **\$0.00**

Browse: February 2014 Go Search

MARCH

- Started marketing using Facebook paid ads as my main strategy and platform
- **FIRST SALES!**
- **\$1000 IN A DAY!**
- Average hours per week: 10-15

 **My Sales** [Summary](#) [All Sales](#) [Paid App Sales](#) [Free App Sales](#) [Clawbacks](#)

Total for March: \$1,340.00

Browse:

APRIL

- Another \$1000 day
- Average hours per week: 6-10
- NB worked less hours than last month but still making money – the real beauty of this model

 **My Sales** [Summary](#) [All Sales](#) [Paid App Sales](#) [Free App Sales](#) [Clawbacks](#)

Total for April: \$1,539.90

Browse:

MAY

- The beginning of the slump... ugh. Painful! But KEEP GOING.
- Not working anywhere near hard enough on the business – see ave hours below
- Average hours per week: 2-6

 **My Sales** [Summary](#) [All Sales](#) [Paid App Sales](#) [Free App Sales](#) [Clawbacks](#)

Total for May: \$180.00

Browse:

JUNE

- Average hours per week: 2-6
- Still refurbishing the flat... utterly sick of stripping wallpaper at this point ☹️

 **My Sales** [Summary](#) [All Sales](#) [Paid App Sales](#) [Free App Sales](#) [Clawbacks](#)

Total for June: \$190.00

Browse:

JULY

- Average hours per week: 2-6
- And... still stripping wallpaper. IT REALLY SUCKS.

My Sales

[Summary](#)[All Sales](#)[Paid App Sales](#)[Free App Sales](#)[Clawbacks](#)

Total for July: **\$90.00**

Browse: July 2014 **Go**

Search 

AUGUST

- Finished my flat refurb and started an 'Elite 30-Day challenge' lead by Stuart
- Perfect timing – needed to get back in to the swing of things
- Immediately saw some better results within August
- Average hours per week: 20plus – getting stuck back in

My Sales

[Summary](#)[All Sales](#)[Paid App Sales](#)[Free App Sales](#)[Clawbacks](#)

Total for August: **\$580.00**

Browse: August 2014 **Go**

Search 

SEPTEMBER (pay attention – worthy of bigger font!)

- FIRST \$8000 DAY!
- FIRST 5-figure MONTH!
- My best month to date
- Was on holiday for a week
- Average hours per week: less than 10 – less than last month but earning more

My Sales

[Summary](#)[All Sales](#)[Paid App Sales](#)[Free App Sales](#)[Clawbacks](#)

Total for September: **\$10,578.80**

Browse: September 2014 **Go**

Search 

OCTOBER

- Scaling my marketing budget after last month's result
- No longer having to fund the business from my own pocket as now into healthy profits
- Average hours per week: 10-15

My Sales

[Summary](#)[All Sales](#)[Paid App Sales](#)[Free App Sales](#)[Clawbacks](#)

Total for October: **\$3,519.60**

Browse: October 2014 **Go**

Search 

NOVEMBER

- Average hours per week: 10-15



My Sales

Summary

All Sales

Paid App Sales

Free App Sales

Clawbacks

Total for November: **\$4,439.60**

Browse:

DECEMBER

- Managed to delete my entire website and disable all my marketing by accident...
- This slowed down my momentum but still managed to maintain a 4-figure month
- Average hours per week: 10 – blame Christmas!



My Sales

Summary

All Sales

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Total for December: **\$1,498.50**

Browse:

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