

## Break down your Sales Goal

**Sales goal for month (\$):**            \$ \_\_\_\_\_ for the month

**“Selling days” in the month:**        \_\_\_\_\_ days

**Sales per day:**                        \$ \_\_\_\_\_ per day

= *Sales goal / “selling days”*

*(I.e. April has 30 days. If your sales goal is \$10,000 / 30 = \$333 per day)*

→ [Not sure? Days per month reference](#) ←

**Total Revenue Last Year:**        \$ \_\_\_\_\_

**# of Orders Last Year:**            # \_\_\_\_\_

**Average Order Value (AOV):**    \$ \_\_\_\_\_ / order

= *Total Revenue / # of Orders*

**# of Orders per Day to get to your goal:**

= *Sales per Day / AOV*

\_\_\_\_\_ per day

## Action Steps:

What action steps can you take to make your goal “orders per day”?

### Today:

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### This Week:

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KRISTI SOOMER  
ethical brand coach

**This Month:**

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**Good luck. You've got this!**

[If you'd like a more done-for-you solution, check out my Goal Making Course + Calculator.](#)