



Payout Formula Example

1 Day (one-time) Workshop at \$300 per participant with two Facilitator Hosts.

Total Income from 10 participants = \$3000 (Gross)

Tally expenses:

- \$100 (approx. 3.5% payment processing fees)
- \$ 50 (snacks)
- \$150 (lunches for 13 people. 10 participants, 2 facilitators, 1 horse handler)
- \$500 (facility fee with horses)
- \$200 (Facebook Ads)
- \$750 (Virtual assistant for webpage set up and ads management)

\$1750 Total Expenses

Gross minus Expenses

\$3000 - \$1750 = \$1250 **Net profit**

Now apply the 30-30-30-10 formula to the net profit of \$1250.

30% Content/Intellectual property = \$375

Host #1 provides $\frac{2}{3}$ of the content. Host #2 provides $\frac{1}{3}$.

Payout:

Host #1 - \$247.50

Host #2 - \$127.50

30% Actual delivery of program content = \$375

Both hosts share equal delivery of all content (in this scenario)

Payout:

Host #1 - \$187.50

Host #2 - \$187.50

30% Marketing/Enrollment (where the participants come from) = \$375

Host #1 enrolled 6 participants. Host #2 enrolled 4 participants. (10 participants divided by \$375 = \$37.50 per participant)

Payout:

Host #1 - \$225.00

Host #2 - \$150.00

10% Administrative Duties = \$125

Host #1 provided the enrollment page and payment platform, monitored the follow-up and logistics for participants. Host #2 coordinated the specifics for the on-site event with the facility and necessary vendors (tent, porta-john, horse handlers, etc.) They split the admin 50%-50%

Payout:

Host #1 - \$62.50

Host #2 - \$62.50

Total Payout of \$1250 Net Profit

Host #1 = \$722.50

Host #2 = \$527.50