

1: How To Determine What To Spend On Marketing

author:

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Synopsis

<p>On this first episode learn the simple calculation you need to do that will tell you how much you can spend on marketing efforts. You'll learn the one metric to focus on that will give you the most leverage in your business as well as the formula that will tell you exactly how much you can spend to acquire a new customer.</p><p>Once you know this number it makes setting your advertising budget super easy.</p>

Reader's comments

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