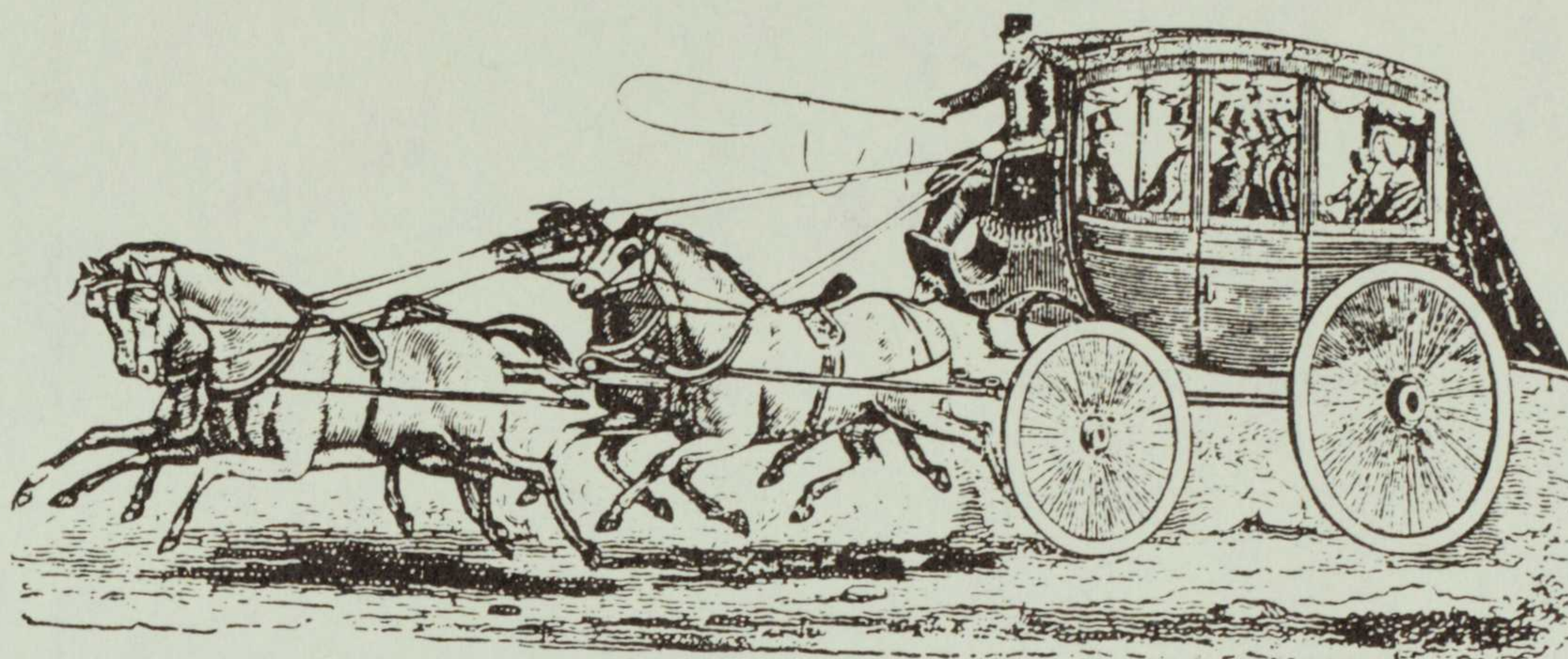


Trip Report

October 86 --- 18 Events in 18 Days
Marshall Fritz



This was the third speaking tour of 1986: 18 days, 14 cities in 9 states and provinces.

The big news from this trip is that we **FINALLY** met and exceeded the long-sought goal of making the speaking & training tours pay for themselves.

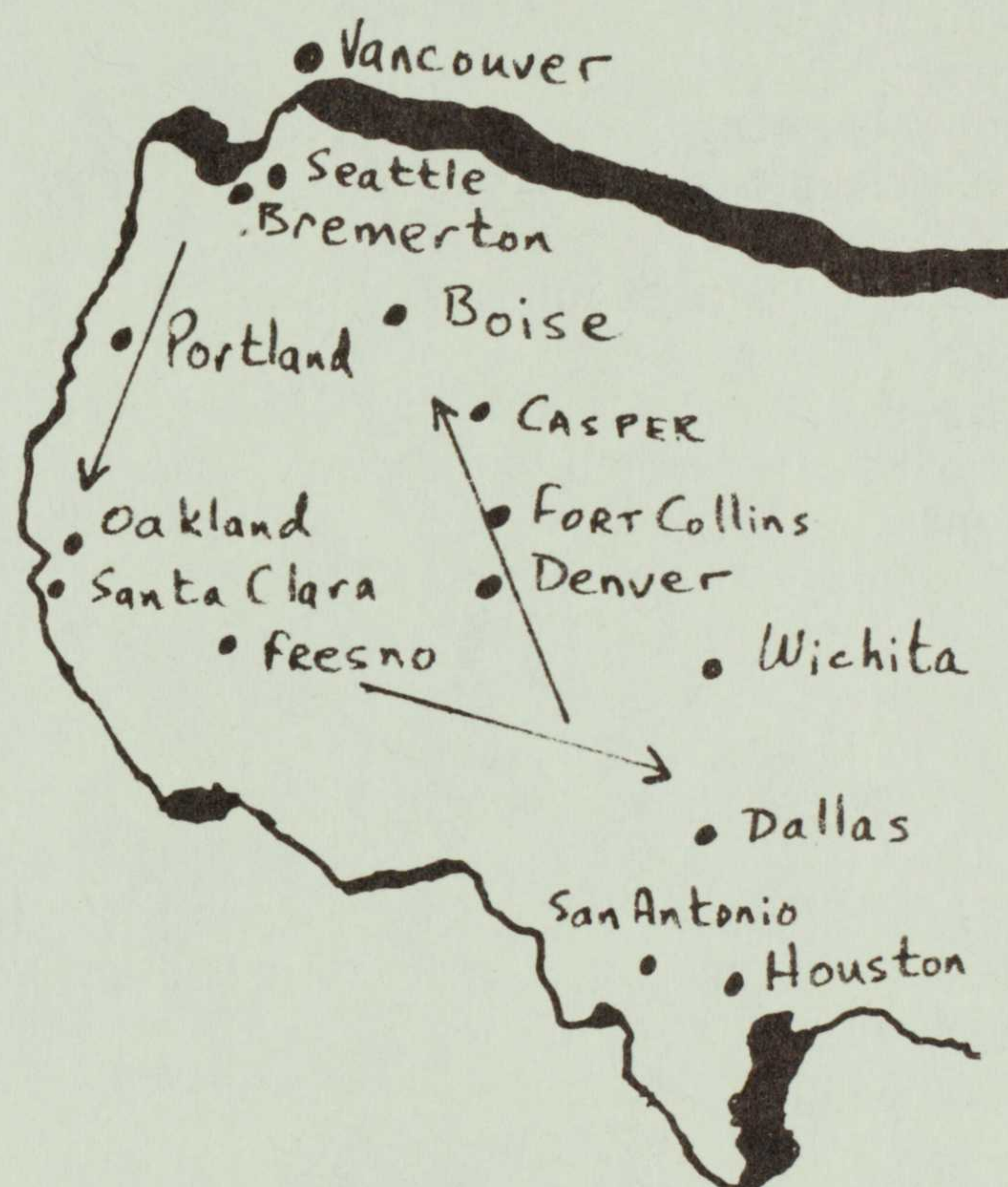
This was important for two reasons:
1. If self-sustaining, it's proof the marketplace wants what we have to offer;
and 2. If self-sustaining, I can replicate the operation and have others on the road.

I measured progress toward this goal in two ways, revenue per person and per day.

Per person: Ever since late 1985, when Dan Piro, New Jersey, told me I should be able to generate average revenue of \$10 per person at an event, I've been trying to reach that goal. In the first 45 attempts, I averaged about \$5.00 per person.

Two people who deserve special thanks for helping me toward that goal are Bob Steiner, California, and Dottie Lou Brokaw, New York.

On this trip I made two major changes. They worked. We averaged \$18.43 per person across the 524 total attendance.



Per day: I've been trying to attain revenue of \$500 per day because it takes that much revenue to put another speaker "on the road" on a self-funding basis. On this trip we ranged from \$150 to \$1467 (thank you, Seattle!), and averaged \$536. Nine of 18 days were above \$500!

(NB: that new speaker, initials DB, is now in training to give the Intro Event. Further announcements soon!)

SUMMARY OF 18 EVENTS	ATTEND- ANCE	R E V E N U E					
		SALES	FEE	PLEDGES	CONTRIB	TOTAL	/PERSON
Seven Intros	324	232	800	2013	682	3727	11.58
Five Workshops	88	1059	537	1323	640	3559	40.44
Six Libertarian Success Meetings	112	466	0	1380	527	2373	20.84
TOTAL	524	\$ 1757	\$ 1337	\$ 4716	\$1849	\$ 9659	
AVERAGE	29	\$ 98	\$ 74	\$ 262	\$ 103	\$ 536	\$ 18.43