



## How Long to Pay Back My Initial Investment?

I'm excited that you are considering starting your own LuLaRoe business! To start this business you will need to purchase your initial inventory. The cost is approximately \$5,000-\$6,000. By making this initial investment you are making a huge step towards the freedom that comes from owning your own business. This is a simple business, and as you work it (it does take work) you can earn full-time income for part-time work. With LuLaRoe, in a matter of a few months, you can completely repay your initial investment and have money in the bank.

The examples that are shown below assume a \$5,500 investment (\$4,941 initial inventory and \$500\*\* for miscellaneous startup expenses) and an \$18 average profit per item. The retail value of these items is approximately \$12,500\*. The clothing items in this example include the following (your cost and items may vary depending on the products you select for your initial order):

- 75 Cassie Skirts
- 58 Julia Dresses
- 75 Irma Tops
- 78 Classic T-Shirts
- 70 pairs of Leggings
- You will also receive 25 items of your choice FREE when you purchase 300 items or more in your initial inventory (I suggest choosing the Lindsay Kimono as it's a great upsell piece and you will profit \$1100)
- You will have a total of 381 items

Repay yourself in	4 months	2 months	1 month
Number of pieces sold each week	20	40	70
Gross Sales (per month)	\$2,640*	\$5,280*	\$9,240*
Net Profit (per month)	\$1,440*	\$2,880*	\$5,040*

\* This is an approximate amount assuming you are selling in the middle of the low and high suggested retail.

\*\* Other startup expenses may include - Business Cards, Brochures, Hangers, Clothing Racks

Each time you sell items, you need to replenish your inventory. I suggest that, as you pay yourself back, you consider investing money back into your business to increase your inventory. Many of the most successful consultants have 600-800 pieces in their inventory. The minimum order with LuLaRoe is 33 pieces. If you sell 25 pieces, then order 33 pieces to slowly increase your inventory. Your repayment will not be quite as fast but you can increase your sales with a larger inventory.

A few things to consider:

- The chart above does not include the sale of the Lindsay Kimonos. Selling all Lindsays would be an additional profit of \$1100 in your pocket
- The average number of pieces sold at a pop-up boutique is 25. By doing one in-person or online pop-up per week (5-6 hours total per week) you can pay yourself back in 4 months. By doing 3 pop-ups per week (or 1-2 large online events) you can pay yourself back in approx 1 month
- How many businesses can you invest in where you can pay off your initial investment within a matter of months and be profitable?
- \$1,440/month is \$17,280 per year, \$2,880/month is 34,560, and \$5,040/month is \$60,480 per year!
- The above scenario is considering you are doing your business part-time (but working it as a business)
- You can also build a team and increase your income