

Jack Carter — Franchise Update 08/04

This Past Week's Numbers (07/28-08/03)...

- **Total Revenue:** \$499,945.00
- **Refunds:** \$6,383

Wins and Misses from The Last Week:

- **Win:** Monster Trades. Need I say more?
 - No, seriously... this launch was an absolute slam dunk beyond anything we could have imagined. It's been awesome. Way to go.
- **Miss:** the scheduling mixup with Google was super frustrating. We will work on putting some procedures in place to cover those bases.

The Week Ahead:

- **Monday, August 7, 1:00 PM:** Final Monster Trades LIVE pitch with Roger Scott
- **Thursday, August 10, 12:00 PM:** The Weekly Spread
- **Friday, August 11, 10:00 AM:** Hosting Jeffry Turnmire for an OBA pitch

ONE Big Goal:

- Get ready for the launch in a few weeks!