

High-Ticket Sponsor ROI Cheat Sheet

Simple math that makes saying 'no' illogical.

Dental & Medical

- Dentist / Orthodontist: Avg. new patient LTV = \$3k–\$5k → One patient covers 3–5 years.
- Chiropractor: Avg. treatment plan = \$1,500+ → One client pays for 2 menus.
- Plastic Surgeon / Med Spa: Avg. procedure = \$2.5k–\$10k → One Botox session covers it.
- Lawyer (Estate, Divorce, PI): Avg. case = \$5k–\$20k → One client pays for 10 years.
- Insurance Agent: Policyholder LTV = \$3k+ → One policy covers multiple years.

Home & Auto

- Roofer: Roof replacement = \$10k–\$20k → One job pays for 10 menus.
- HVAC Contractor: Install = \$6k–\$12k → One unit covers your ad.
- Solar Installer: System = \$20k–\$30k → One sale pays for 20 years.
- Plumber: Emergency job = \$300–\$800 → Just two calls a year = ROI.
- Landscaper / Hardscaper: Projects = \$2.5k–\$15k → One project covers you.
- Car Dealer: Car sale = \$25k+ → One car funds menus for 25 years.
- Auto Repair: Ticket = \$500–\$1.5k → A handful of jobs pays for it.

Lifestyle & Luxury

- Jewelry Store: Engagement ring = \$5k–\$7k → One sale = 5+ menus.
- High-End Gym / Trainer: Member LTV = \$2k+ → One member covers a year.
- Interior Designer / Furniture: Projects = \$10k–\$50k → One client covers a decade.
- Private School / Tutoring: Enrollment = \$6k–\$20k → One student covers 10 menus.
- Event Planner / Caterer: Weddings = \$15k–\$30k → One event pays for years.

Use this ROI map in calls: 'One client covers the ad, the rest is profit.'