



Lifetime Value of a Student: This is how much money you stand to GROSS each time you enroll a student. Calculate it like this:

Year 1:

2012 Gross Income: \$325,000 (includes income from ALL sources)
2012 Total NEW Enrollments: 125

The Lifetime Value of a Student is calculated by dividing the Gross Income by the Total NEW Enrollments during a given period. In this case, we divide 325,000 by 125... and our Lifetime Value of a Student is \$2,600.

This means that each time we enroll a student, we will potentially gross \$2,600.

An important reminder: To get an accurate figure, you must use a long time period. If you base your calculations on a short time period (like a single month), it's not going to be very accurate.

We like looking at a 24 month time period when calculating Lifetime Value of a Student

Year 2:

2013 Gross Income: \$350,000 (includes income from ALL sources)
2013 Total NEW Enrollments: 125

The Lifetime Value of a Student is calculated by dividing the Gross Income by the Total NEW Enrollments during a given period. In this case, we divide 350,000 by 125... and our Lifetime Value of a Student is \$2,800.

This means that each time we enroll a student, we will potentially gross \$2,800.

24 months:

We divide 675,000 by 250...and our Lifetime Value of a Student is \$2,700.

This means that each time we enroll a student, we will potentially gross \$2,700.



Your Lifetime Value of a Student

2014 Gross Income: _____ (includes income from ALL sources)

Divide By...

2014 Total New Students: _____

Equals...

Lifetime Value of a Student: _____