

**Sample Sales Patterns:
Percent of Total, in Months after Release**

Month	Big Bump	Slow Then Grow	Slow And Steady	I'd Cancel But
1	30	3	3	2
2	25	3	5	3
3	15	5	10	3
4	10	7	10	3
5	5	7	10	3
6	5	10	10	3
7	3	10	10	3
8	0	15	10	3
9	0	15	10	3
10	2	10	10	3
11	2	10	7	3
12	3	5	5	3
Total Gross	100	100	100	35