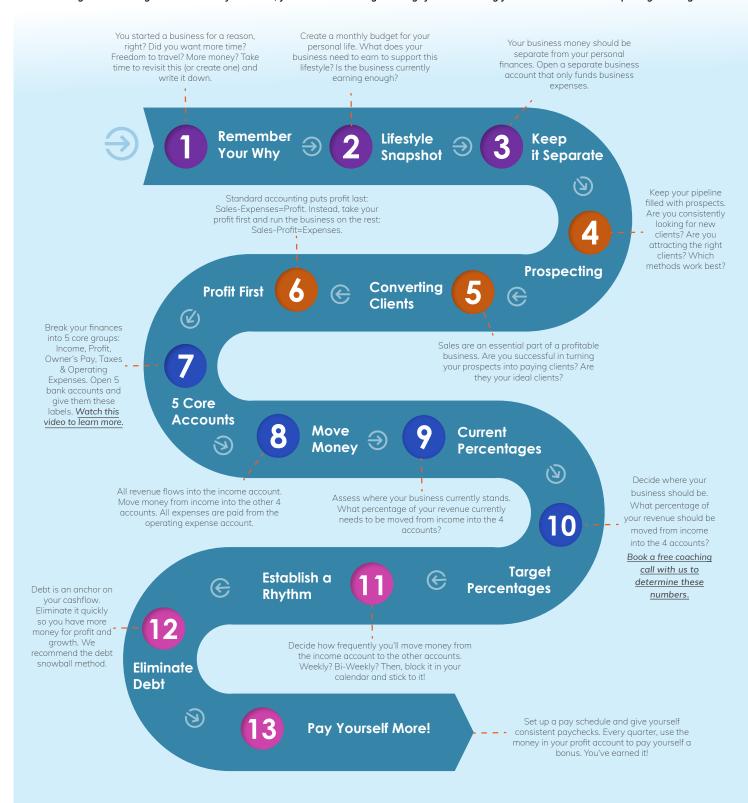


THE PROFITABLE BUSINESS

ROADMAP

So, you're sick of dealing with the finances in your business. We completely understand.

You want a simpler, less-frustrating way to handle the money- and you wouldn't mind a little more cash in your pocket, either. Sure, change is hard- but our profit coaching takes out the guesswork. Before you know it, you'll be back to doing the things you love knowing your business has become a profit-generating machine!





THE PROFITABLE BUSINESS

ROADMAP

	1. Remember Your Why	8. Move Money
	You started a business for a reason, right? Did you want more time? Freedom to travel? More money? Take time to revisit this (or create one) and write it down.	All revenue flows into the income account. Move money from income into the other 4 accounts. All expenses are paid from the operating expense account.
	2. Lifestyle Snapshot	9. Current Percentages
	Create a monthly budget for your personal life. What does your business need to earn to support this lifestyle? Is the business currently earning enough?	Assess where your business currently stands. What percentage of your revenue currently needs to be moved from income into the 4 accounts?
	3. Keep it Separate	10. Target Percentages
	Your business money should be separate from your personal finances. Open a separate business account that only funds business expenses.	Decide where your business should be. What percentage of your revenue should be moved from income into the 4 accounts? Book a free coaching call with us to determine these numbers.
	4. Prospecting	11. Establish a Rhythm
	Keep your pipeline filled with prospects. Are you consistently looking for new clients? Are you attracting the right clients? Which methods work best?	Decide how frequently you'll move money from the income account to the other accounts. Weekly? Bi-Weekly? Then, block it in your calendar and stick to it!
Ш	5. Converting Clients	12. Eliminate Debt
	Sales are an essential part of a profitable business. Are you successful in turning your prospects into paying clients? Are they your ideal clients?	Debt is an anchor on your cashflow. Eliminate it quickly so you have more money for profit and growth. We recom- mend the debt snowball method.
	6. Profit First	13. Pay Yourself More!
	Standard accounting puts profit last: Sales-Expenses=Profit. Instead, take your profit first and run the business on the rest: Sales-Profit=Expenses.	Set up a pay schedule and give yourself consistent paychecks. Every quarter, use the money in your profit account to pay yourself a bonus. You've earned it!
	7. Five Core Accounts	
	Break your finances into 5 core groups: Income, Profit, Owner's Pay, Taxes & Operating Expens- es. Open 5 bank accounts and give them these	

labels. Watch this video to learn more.