

YOUR UNIQUE RESULTS



HERE'S HOW MUCH MONEY YOUR

BUSINESS SHOULD BE MAKING YOU

See what these results mean inside...

CONGRATULATIONS & THANK YOU!

Thanks for making the time to take the **How Much \$ Should Your Business Be Making You Quiz**.

And Congratulations!

Because with this information you are on your way to increasing your profit and gaining more clarity with the money in your business.

Hi- I'm Craig Dacy, Profit Advisor & Financial Coach and creator of this assessment.

As I've helped hundreds of business owners increase their profit, I noticed that many were sacrificing their own pay for "the good of the business."

And that led me down the path of creating this assessment, so you can get instant clarity on how much **YOUR** business should be making you... and how to take immediate action to get there.

So let's get to your results!

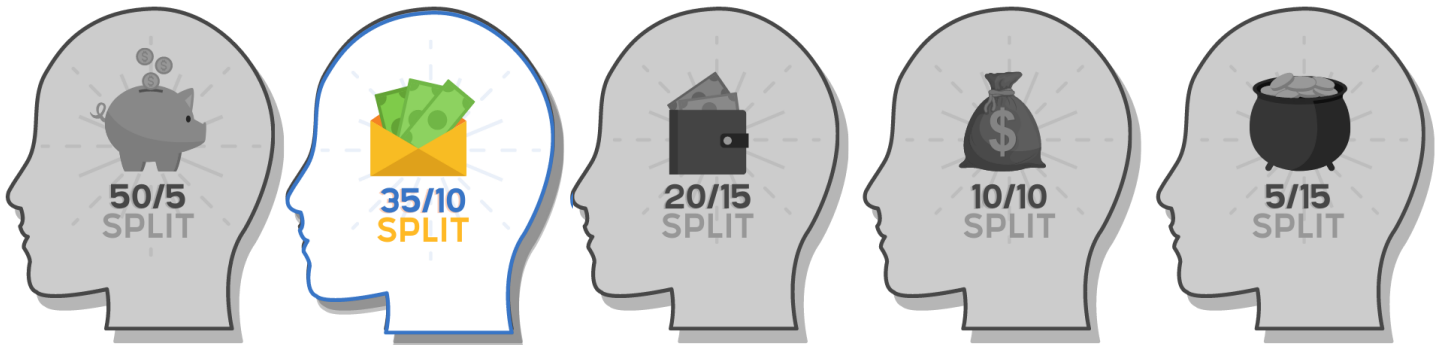


CRAIG DACY

Profit Advisor & Financial Coach



HOW MUCH YOUR BUSINESS SHOULD BE MAKING YOU: **35/10 SPLIT**



Based on the information you've shared, and the little I know about your situation, the "35/10 Split" is likely the best pay structure for your business.

HERE'S WHAT THAT MEANS...

What that means is you will likely benefit from paying yourself first, which is contrary to much of the conventional wisdom when it comes to managing business finances.

The Profit First Method

The Profit First Method breaks your sales into percentages. This helps ensure you, the business owner, are paid what you need (as opposed to taking the leftovers after expenses are paid).

The “35/10 Split” Approach

For your specific business, we recommend taking 35% of sales as a salary and 10% as a profit bonus.

COMMON MISTAKES & PITFALLS

One of the big mistakes business owners make when starting the "35/10 Split" method is jumping in without having a system in place.

You see, studies have shown that managing finances is more about behavior, not logic.

Because of this, business owners that don't have a system are likely to get stuck in a feast or famine cycle when it comes to paying themselves.

Left unchecked, this constant rollercoaster ride of inconsistent paychecks can lead to significant long term impacts on both your business and your livelihood.

Plus, the lack of a cash-flow system like Profit First can result in increased debt, unpaid taxes, and in extreme cases, it can force a business to shut down completely.

This lack of clarity and spending can leave you stuck taking one step forward and two steps back... ultimately impacting you in ways you may not even become aware of for years to come, when it's too late.

HOW MUCH YOUR BUSINESS SHOULD BE MAKING YOU

HERE'S WHAT YOU CAN DO ABOUT IT

Thankfully there are some practical and achievable steps you can take to avoid these outcomes and to put together a system that focuses on your profitability.

Here's what you can do to almost immediately pay yourself more money while still nurturing the growth of your business.

IT ALL BEGINS WITH A **PROFIT FIRST PLAN**...

Take your sales and divide them into 4 main categories using the recommended "35/10 Split" Percentages:

PROFIT: 10%

OWNER'S SALARY: 35%

TAXES: 15%

OPERATING EXPENSES: 40%

Then, **open bank accounts for each of the categories**. Using the percentages above, divide future sales among the accounts. This allows you to clearly see where your money stands and ensures you are consistently paid exactly what you should be.

HOW MUCH YOUR BUSINESS SHOULD BE MAKING YOU

YOUR NEXT STEPS

Now you might be wondering:

How do I get my business to these percentages (specifically if your current percentages look drastically different)?

And how do I do it without negatively affecting my business or my lifestyle? After all, jumping to the recommended percentages *too* quickly can have negative effects, too.

Well, this is what I do all day, every day. I help business owners identify their current percentages and create a **Profit First Plan** that fits with their specific business.

I JUST SO HAPPEN TO HAVE A **STEP-BY-STEP TRAINING** ON THIS VERY TOPIC...

And because you've made this time to take this assessment and tell me a little about you and your situation, I'd love to hook you up with a 24 hour access pass to watch this training now for FREE...

GET YOUR FREE 24-HOUR TRAINING PASS HERE



HOW MUCH YOUR BUSINESS SHOULD BE MAKING YOU



GET YOUR FREE 24-HOUR PASS!

On this training, we cover how to set up a Profit First Plan for your specific business, step-by-step....

INCLUDING...

- The 5-minute Snapshot tool that will help launch your business to more profit
- The easy 3-Step Rhythm that keeps your business and personal bank accounts full
- The Profit Guide that uses your profit to pay YOU a bonus every quarter.

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