

Figure 1: The Survival Trap

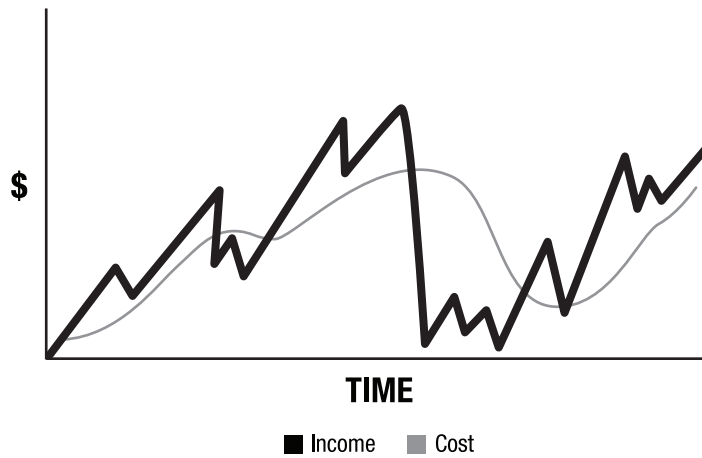


Figure 2: Income vs. Cost

	ACTUAL	PF%	PF\$	THE BLEED	THE FIX
Top Line Revenue					
Material & Subs					
Real Revenue		100%			
Profit					
Owner's Pay					
Tax					
Operating Expenses					

Figure 3: Profit First Assessment Form

	A	B	C	D	E	F
Real Revenue Range	\$0 – \$250K	\$250K – \$500K	\$500K – \$1M	\$1M – \$5M	\$5M – \$10M	\$10M – \$50M
Real Revenue	100%	100%	100%	100%	100%	100%
Profit	5%	10%	15%	10%	15%	20%
Owner's Pay	50%	35%	20%	10%	5%	0%
Tax	15%	15%	15%	15%	15%	15%
Operating Expenses	30%	40%	50%	65%	65%	65%

Figure 4: Target Allocation Percentages (TAPs)

	ACTUAL	PF%	PF\$	THE BLEED	THE FIX
Top Line Revenue	\$1,233,000				
Material & Subs	N/A				
Real Revenue	\$1,233,000	100%	\$1,233,000		
Profit	\$5,000	10%	\$123,000	(\$118,000)	Increase
Owner's Pay	\$190,000	10%	\$123,000	\$67,000	Decrease
Tax	\$95,000	15%	\$184,950	(\$89,950)	Increase
Operating Expenses	\$943,000	65%	\$801,450	\$141,550	Decrease

Figure 5: Completed Instant Assessment for Law Firm

TYPE	PRIORITY	DEFINITION
\$ 😊 ∞	1	Create a repeatable system that will make money in the next 60 days by serving a client (e.g. a website design that can be a template for many future clients' sites)
\$ 😊	2	Generate revenue in the next 60 days from an existing client (e.g. a sales quote for an existing client)
\$ ∞	3	Generate revenue from new clients and result in a repeatable system (e.g. a new product launch)
😊 ∞	4	Cater to clients and result in a repeatable system, but not generate money directly (e.g. implementing project management software)
\$	5	Generate revenue within the next 60 days (e.g. a sales quote for a prospect)
😊	6	Serve an existing client, but won't directly result in revenue (e.g. modification to an existing contract at client's request)
∞	7	Create repeatable systems (e.g. form email responses to common questions)
(blank)	8	Though relevant and possibly important, won't generate revenue in the next 60 days, don't serve an existing client and won't create a repeatable system

Figure 6: Task Management List

BANK 1 (For My Business Operations)

NAME	ACCOUNT	BALANCE
Income	**3942	\$13,432.23
Profit (15%)	**2868	\$0.00
Owner's Pay (31%)	**0407	\$4,881.88
Tax – Gov't Money (15%)	**4365	\$0.00
Operating Expenses (39%)	**5764	\$3,767.18
Petty Cash (\$75)	**4416	\$142.66
Employee Pay (\$1,500)	**8210	\$1,845.46
Reimbursement (0%)	**4247	\$212.58
Drip (0%)	**8264	\$27,500.00

BANK 2 (So My Temptation Is Removed)

NAME	ACCOUNT	BALANCE
Profit	**1111	\$14,812.11
Tax – Gov't Money	**2222	\$5,543.91
The Vault	**3333	\$10,000.00

Figure 7: Mike's Account Setup