

# PROFIT FIRST NATION

## THE EXPENSE CHALLENGE

### Ep. 6 Expense Challenge Starts Here:

- ( ) 1. Prior Year Total Expenses Less Salaries & Wages: \_\_\_\_\_
- ( ) 2. Target Expense Challenge 10% Savings (10% of #1): \_\_\_\_\_
- ( ) 3. Cut Personal Perk Expenses: \_\_\_\_\_

### Ep. 7 Profit Opportunities Right Now:

- ( ) 4. Brainstorm Alternatives to RENT: \_\_\_\_\_
- ( ) 5. Brainstorm Alternatives to INVENTORY (COGS): \_\_\_\_\_
- ( ) 6. Brainstorm Alternatives to EQUIPMENT: \_\_\_\_\_
- ( ) 7. Brainstorm Alternatives to INSURANCE: \_\_\_\_\_
- ( ) 8. Brainstorm Alternatives to AUTO: \_\_\_\_\_

### Ep. 8 6x – to – 10x-plus ROI

- ( ) 9. Eliminate Marketing Producing LESS THAN 6x ROI: \_\_\_\_\_
- ( ) 10. What Day of The Week Are You Going to Commit to Spending  
11-minutes EVERY WEEK Reviewing Your Metrics: \_\_\_\_\_

### Ep. 9 Nailing the Expense Challenge with BIG RESULTS

- ( ) 11. Ditch Memberships You Have Not Used in Last Three Months  
AND/OR Membership is not producing 6x – to – 10x-plus ROI: \_\_\_\_\_
- ( ) 12. Purge and / or Downscale Software Subscriptions: \_\_\_\_\_
- ( ) 13. Evaluate Savings Paying Annually vs. Monthly: \_\_\_\_\_

**TOTAL EXPENSE CHALLENGE SAVINGS:** \_\_\_\_\_