

PROFIT FIRST NATION

Brittany's Profit First Journey

"Visual Recap" Ep. 82

NAILED Step #1: *Get Your Butt to the Bank*

- Set aside the time – JUST DO IT when you plan to do it
- Set aside fear and nervousness because she knew it just had to get done
- RESULT: Done in less than 38-minutes
- BEST PART: Way easier than expected!
- THE ULTIMATE: No longer afraid to look at her bank accounts
- PROFITABILITY: Awesome to see the money going in the right direction



GREAT TIP: Schedule Out Allocation Days for the Entire Year

(Brittany booked on her calendar for weekdays closest to the 9th / 25th)

LEVERAGING ADDITIONAL ACCOUNTS:

"For once, I am not worried money is going to be spent because it is in the wrong spot." e.g. Competition Fees that are mostly a pass-through expense are in a stand-alone "Competition Fee" Bank Account.

INCREASING MARGIN:

- Stopped giving "discounted/under-market rates" to the students/families getting the most value
- Increased competition class rate by \$3 per class *(Avg. Increase of \$45 per week per competition student = \$180 per competition student per month)*
- BEST PART: No one balked or came to Brittany upset
- THE ULTIMATE: Brittany is MORE RELAXED because she is now bringing in more than enough money to pay her amazing teachers

↑
win

"Take the personal and emotional feelings out – It's business."

DECREASE EXPENSES:

- Opportunity to offset rent expense by finding additional use for vacant studio space during the day
- Went through "auto-pay" expenses to cut e.g. No longer needed ZOOM since classes are back in person.