

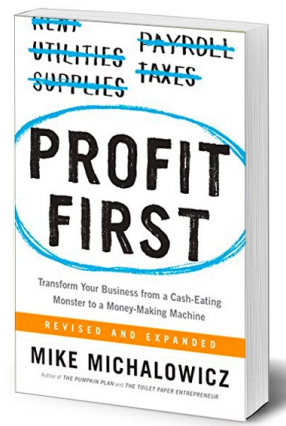
How to Implement Profit First

Very Basic:

1. Deposits Accumulate in INCOME Account
2. On designated Allocation Day, transfer from INCOME to your allocation accounts in the following order:
 - () Profit Account
 - () Owner's Pay Account
 - () Tax Account
 - () Operating Expense Account

Sales
- Profit

Expenses



Reverse Engineer Your Business

Current:

2020 Total Sales	(A)
2020 Materials & Subs (COGS)	(B)
(A) - (B) = Equals REAL REVENUE (D)	(D)
# of Studio Classes Per Week	(E)
Avg # of Weeks Operating at (E)	(F)
(D) / ((E) * (F)) = REAL REVENUE PER HOUR OF YOUR TIME (G)	(G)

The REAL VALUE of my AMAZING TALENTS & TIME per Hour: (1) _____

Profit First:

Profit (15%)	(2)
Owner's Pay (20%) = <i>How Much I Need/Want to Make</i>	(3)
Taxes (15%)	(4)
Operating Expenses (50%)	(5)
Materials & Subs	(6)
(2)+ (3) + (4) + (5) + (6) = TOTAL SALES GOAL (7)	(7)
NEW AVERAGE SALES PRICE	(8)
# of SALES REQUIRED	(9)