

THE PROFITABLE BUSINESS ROADMAP

You started a business for a reason, right? Did you want more time? Freedom to travel? More money? Take time to revisit this (or create one) and write it down.

Create a monthly budget for your personal life. What does your business need to earn to support this lifestyle? Is the business currently earning enough?

Your business money should be separate from your personal finances. Open a separate business account that only funds business expenses.



1

Remember Your Why



2

Lifestyle Snapshot



3

Keep it Separate



4

Prospecting

Keep your pipeline filled with prospects. Are you consistently looking for new clients? Are you attracting the right clients? Which methods work best?

Standard accounting puts profit last: Sales-Expenses=Profit. Instead, take your profit first and run the business on the rest: Sales-Profit=Expenses.

Profit First

6



Converting Clients



5

Break your finances into 5 core groups: Income, Profit, Owner's Pay, Taxes & Operating Expenses. Open 5 bank accounts and give them these labels. [Watch this video to learn more.](#)

7

5 Core Accounts



8

Move Money



9

Current Percentages



10

Target Percentages



11

Establish a Rhythm



12

Eliminate Debt



13

Pay Yourself More!

Debt is an anchor on your cashflow. Eliminate it quickly so you have more money for profit and growth. We recommend the debt snowball method.

All revenue flows into the income account. Move money from income into the other 4 accounts. All expenses are paid from the operating expense account.

Assess where your business currently stands. What percentage of your revenue currently needs to be moved from income into the 4 accounts?

Decide how frequently you'll move money from the income account to the other accounts. Weekly? Bi-Weekly? Then, block it in your calendar and stick to it!

Set up a pay schedule and give yourself consistent paychecks. Every quarter, use the money in your profit account to pay yourself a bonus. You've earned it!

Decide where your business should be. What percentage of your revenue should be moved from income into the 4 accounts? [Book a free coaching call with us to determine these numbers.](#)

THE PROFITABLE BUSINESS ROADMAP

1. Remember Your Why

You started a business for a reason, right? Did you want more time? Freedom to travel? More money? Take time to revisit this (or create one) and write it down.

2. Lifestyle Snapshot

Create a monthly budget for your personal life. What does your business need to earn to support this lifestyle? Is the business currently earning enough?

3. Keep it Separate

Your business money should be separate from your personal finances. Open a separate business account that only funds business expenses.

4. Prospecting

Keep your pipeline filled with prospects. Are you consistently looking for new clients? Are you attracting the right clients? Which methods work best?

5. Converting Clients

Sales are an essential part of a profitable business. Are you successful in turning your prospects into paying clients? Are they your ideal clients?

6. Profit First

Standard accounting puts profit last: Sales-Expenses=Profit. Instead, take your profit first and run the business on the rest: Sales-Profit=Expenses.

7. Five Core Accounts

Break your finances into 5 core groups: Income, Profit, Owner's Pay, Taxes & Operating Expenses. Open 5 bank accounts and give them these labels. [Watch this video to learn more.](#)

8. Move Money

All revenue flows into the income account. Move money from income into the other 4 accounts. All expenses are paid from the operating expense account.

9. Current Percentages

Assess where your business currently stands. What percentage of your revenue currently needs to be moved from income into the 4 accounts?

10. Target Percentages

Decide where your business should be. What percentage of your revenue should be moved from income into the 4 accounts? [Book a free coaching call with us to determine these numbers.](#)

11. Establish a Rhythm

Decide how frequently you'll move money from the income account to the other accounts. Weekly? Bi-Weekly? Then, block it in your calendar and stick to it!

12. Eliminate Debt

Debt is an anchor on your cashflow. Eliminate it quickly so you have more money for profit and growth. We recommend the debt snowball method.

13. Pay Yourself More!

Set up a pay schedule and give yourself consistent paychecks. Every quarter, use the money in your profit account to pay yourself a bonus. You've earned it!