

MONTHLY ONLINE EVENT WITH NETWORKING
OPPORTUNITIES

Profit Maximization Strategy Series

Running Your Business by the Numbers



Understanding How Your Business Really Works

(Session #4)

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- Paperboy
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- CFA Designation
- Corporate Executive
- Real Estate Investor
- Non-Profit Leader
- Business Owner
- Coach & Consultant
- Teacher & Trainer
- Outsource CFO
- Author / Speaker

Session #4

Understanding How Your Business Really Works



- Everybody loves a good story.
 - What is the story of your business?
 - Is it a mystery, a comedy, or a tragedy?
 - Are you the hero, the victim, or the villain?
- Uncover the “real” story of your business
- Write an even better story with greater profitability



The Challenge



- Most businesses are less profitable than they should be.
- Many business owners don't know how to maximize their profitability.
- Economics aside, there are proven strategies to maximize your profitability.



Is This For You?



- Business Owners who are:
 - Generating revenue
 - Looking to increase profitability
 - Wanting to create a sustainable business
 - Seeking to Work ON Their Business Not IN It
 - Looking to maximize value of their business



What You'll Learn Today

- Building Your Financial Foundation
- 3 Key Financial Statements
- The Story of Your Business



Building Your Financial Foundation

- Keeping Timely and Accurate Records
- **Preparing 3 Key Financial Statements**
- Analyzing Information on Financial Statements
- Forecasting and Preparing Financial Projections

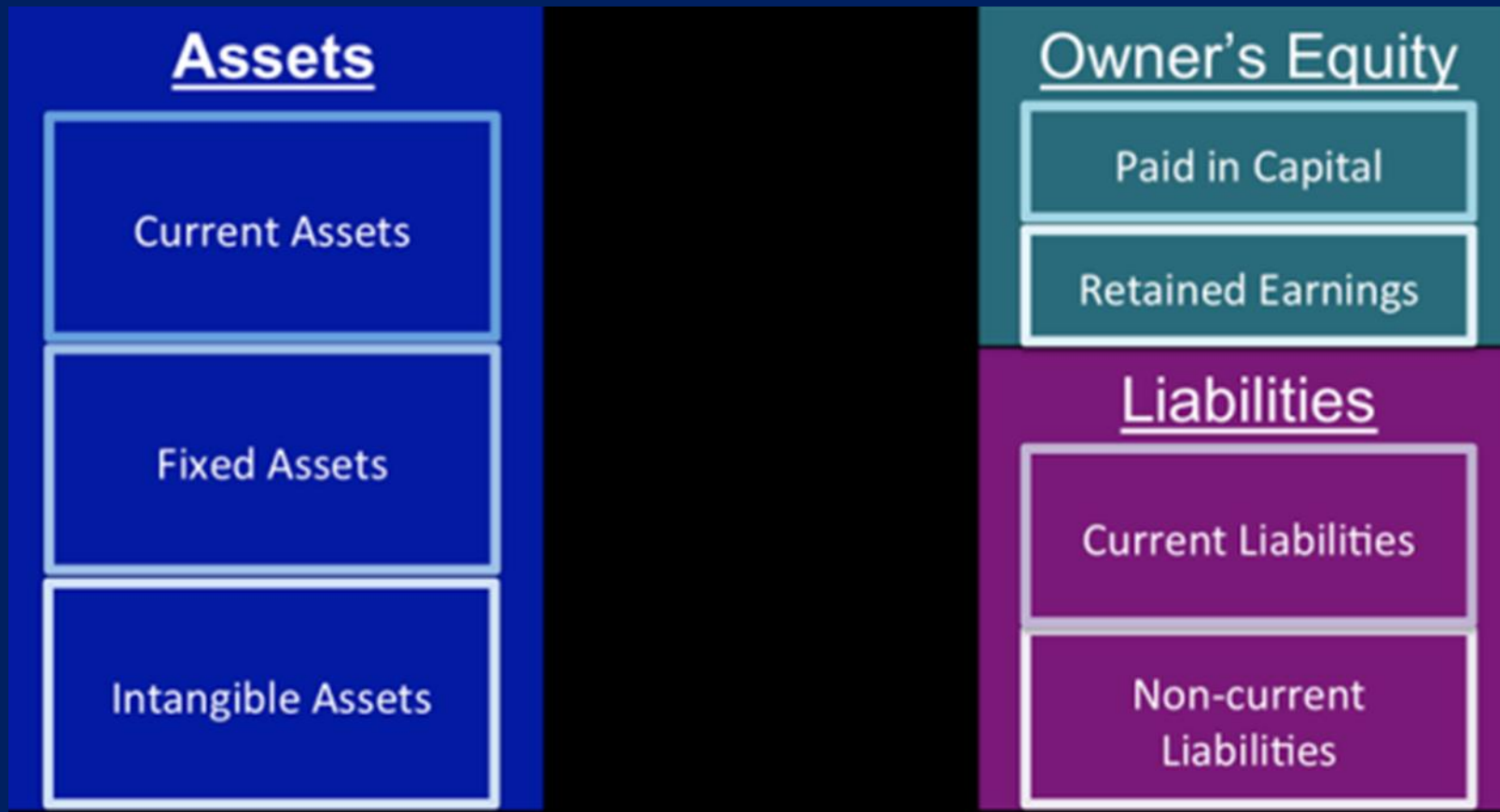


3 Key Financial Statements

- Balance Sheet
 - Assets, Liabilities, and Equity
- Income Statement (P&L)
 - Revenue, Expenses, Profit/Loss
- Cash Flow Statement
 - Cash In, Cash Out, and Cash Flow



Balance Sheet



Income Statement (P&L)

Revenue

- Variable Costs

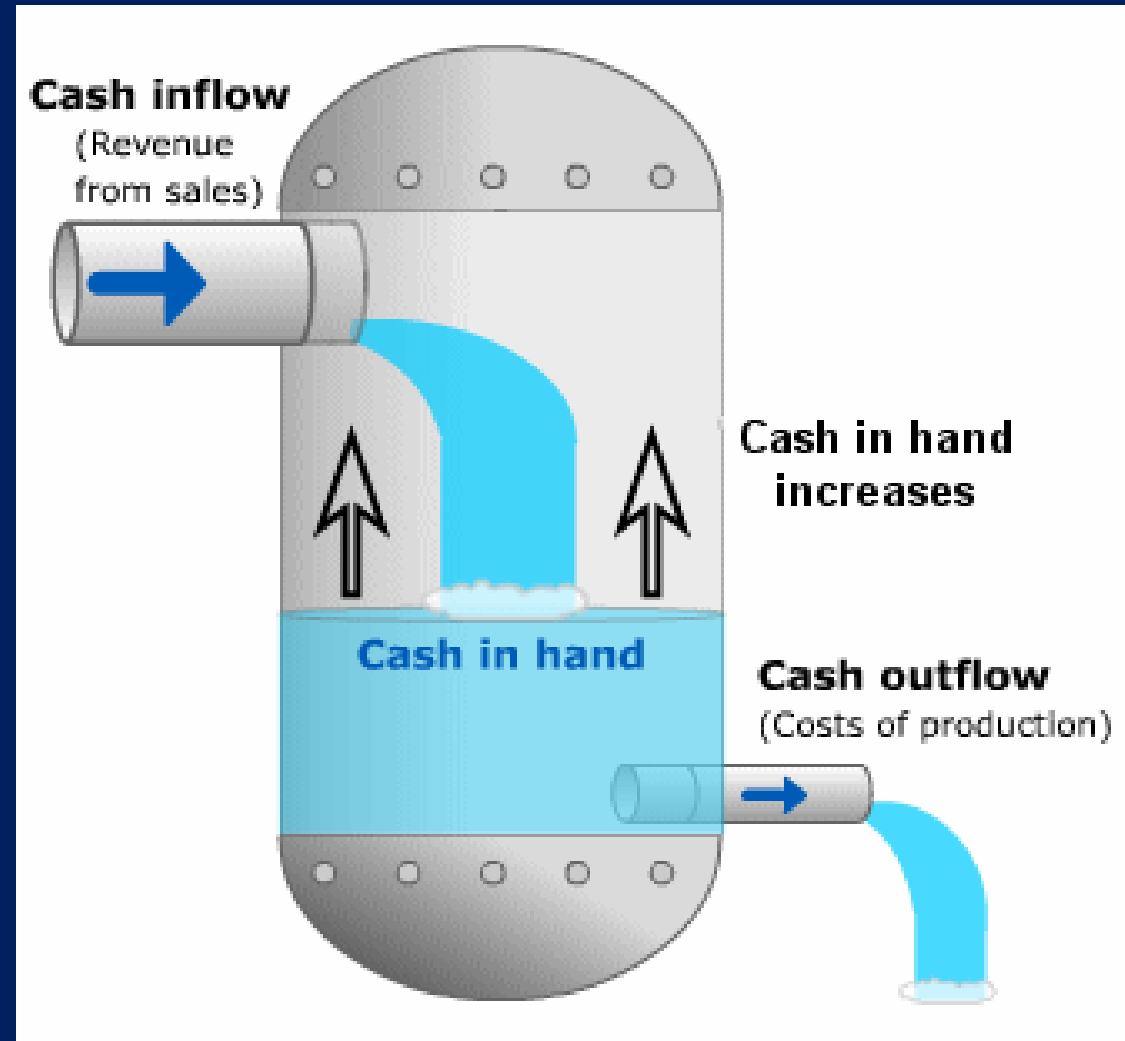
Gross Profit

- Fixed Costs

Net Profit (Loss)



Cash Flow Statement



What is the Story of Your Business?

- Key Questions?
 - Are you making money or losing money?
 - Is your revenue increasing or decreasing?
 - How are your margins?
 - What are the Trends?
- Important Observations
 - Is it a mystery, a comedy, or a tragedy?
 - Are you the hero, the victim, or the villain?
 - Are you running it or is it running you?



The Story of Your Business

- Beginning
 - Balance Sheet
- Middle
 - Income Statement (P&L) and the Cash Flow Statement
- End
 - Balance Sheet



QUESTIONS

Session #5

Keep Balanced to Ensure Profitability

- Tight-rope walkers carry a pole to keep themselves steady
- Learn to develop aids to maintain balance and reduce risk
- They will also help to fuel your growth and profitability





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