



Opportunity
Just Ahead

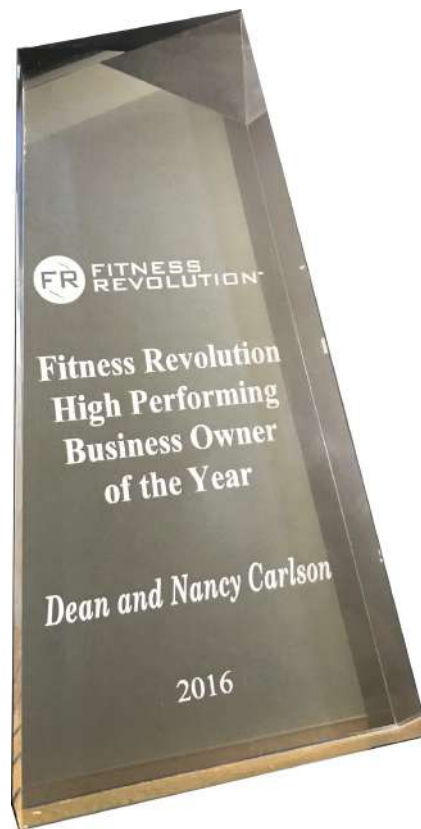
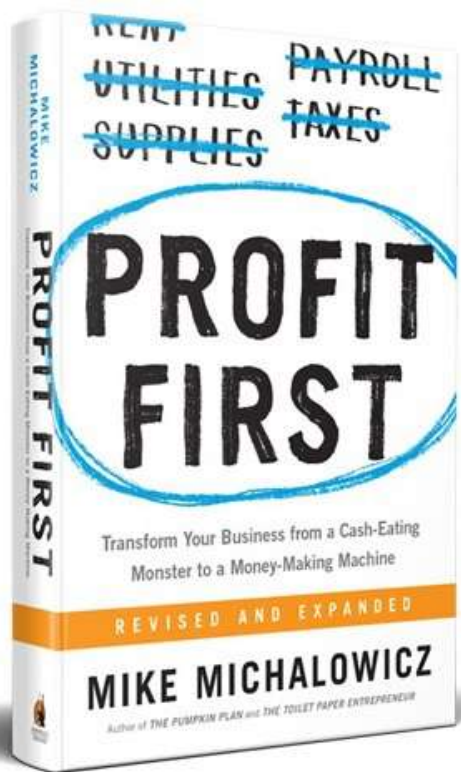


**Keep More
Money
with Profit First**

What You'll Learn Today

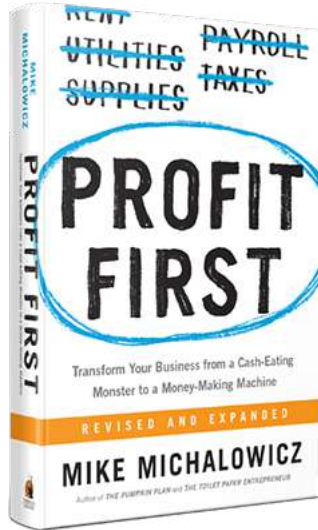
- How to **Pay Yourself** A Consistent Salary
- Why Only Having **1 Bank Account** is the Root Cause of Your Month End **Money Woes**
- How **Not To Worry** About Having the Funds to Pay Bills and Payroll
- The **\$1,000 Cupcake**





Dean Carlson: Fix This Next Founding Fixer

OOH. PRESENTS!



www.fitforprofit.com/free-download/

WHY PF?

CLARITY: A PURPOSE FOR EVERY DOLLAR





THE PROBLEM

ENTREPRENEURIAL POVERTY

GOOD NEWS | IT'S NOT YOU



Relax...
you are awesome





MY STORY



GROW, SPEND, GROW, SPEND

MY DILEMMA

A BUSINESS
WORTH HAVING?

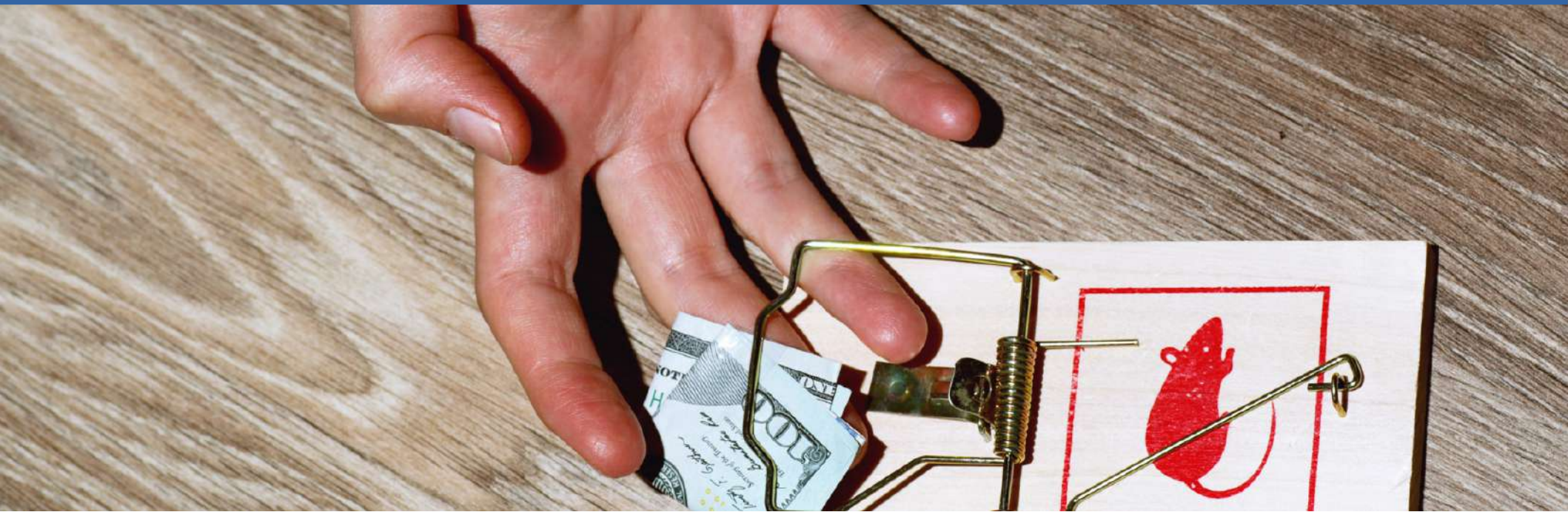


PROFIT |

WHERE IS IT?



THE “GAAP” TRAP

$$\text{SALES} - \text{EXPENSES} = \text{PROFIT}$$


PROFIT FIRST | BEHAVIOR NOT LOGIC

~~SALES -
EXPENSES =
PROFIT~~



"SUPPOSED TO"



Investment Capital #2	
Investment	Investment Value at Year end
339 970	373 967
56 969	804 029
817	1 296 731
58	1 859 317
	2 499 808
	3 227 076
	4 050 935
	R 28 331

Investment	Investment Value at Year end
424 963	467 459
446 211	1 005 037
468 522	1 620 915
491 948	2 324 149
516 545	3 124 764
542 372	4 033 850
569 491	5 063 675
Start at monthly	R 35 414

Can we do this?



REALITY



**BANK BALANCE
ACCOUNTING**

PARKINSON'S LAW

|

LEVERAGE BEHAVIOR





**DEMAND INCREASES TO MEET
THE SUPPLY**



DO WHAT IT TAKES



CREATIVE

1960's



8.5"

800 Kcal

1980's



10"

1000 Kcal

2000's



11"

1600 Kcal

2009



12"

1900 Kcal

% OBESE AMERICAN ADULTS

1962

13%

1980

15%

2000

31%

2010

36%

GET FIT |

SMALL PLATES. VEGGIES FIRST.
REMOVE TEMPTATION. BE CONSISTENT



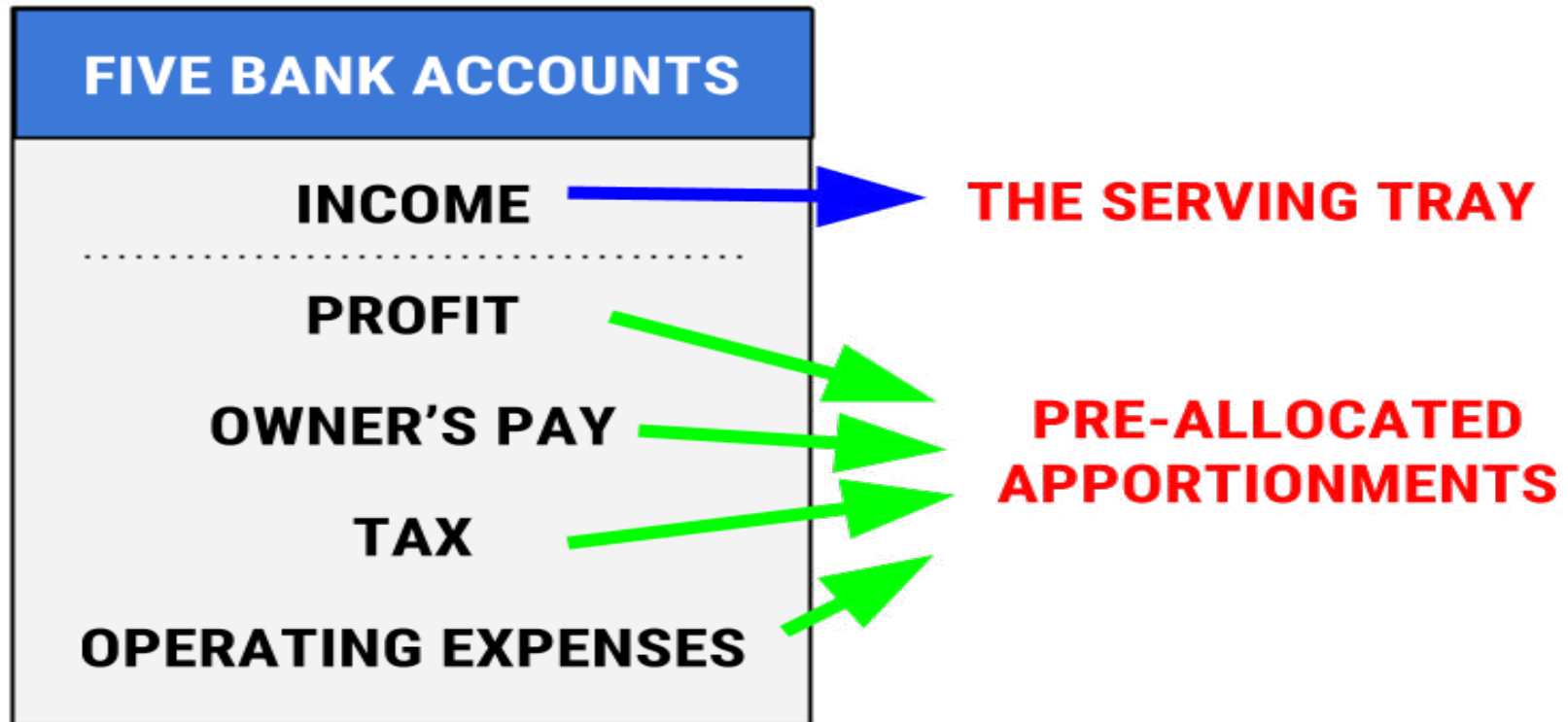
1. SMALL PLATES

PORTION CONTROL



PLATES |

ONE SERVING TRAY.
FOUR PORTIONS.



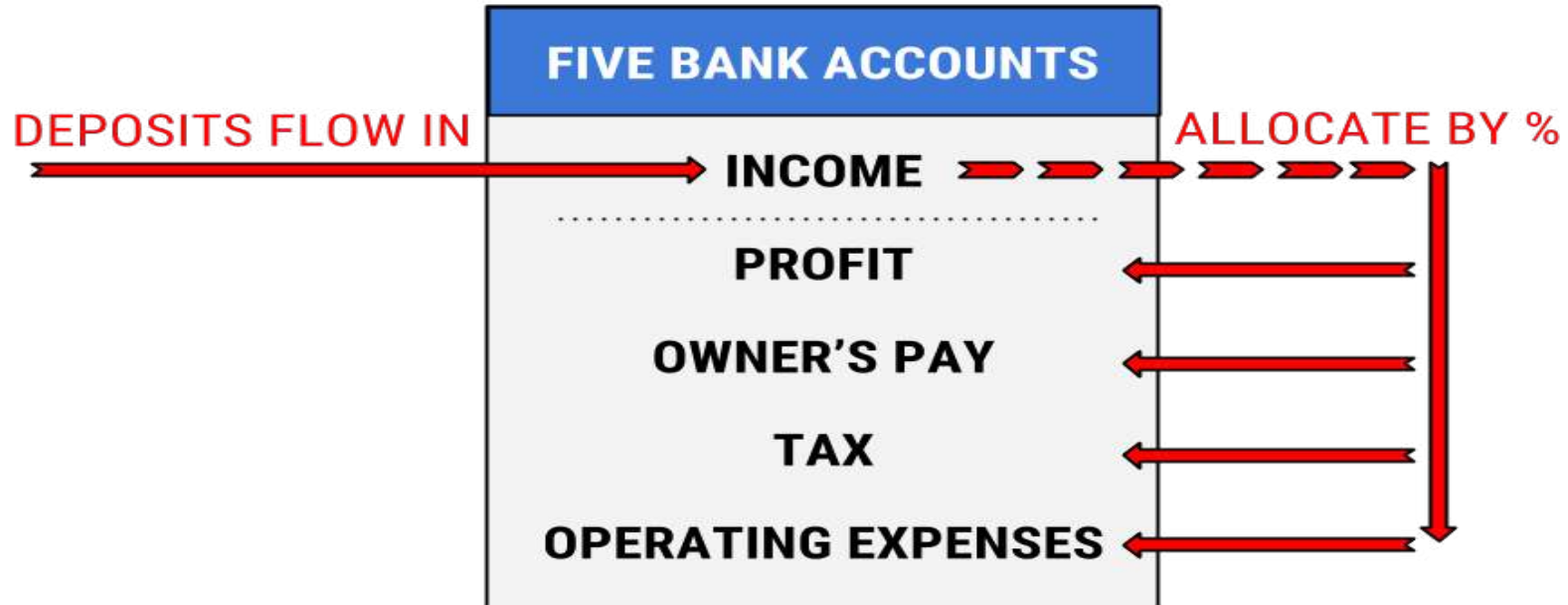


2. VEGGIES 1st | PROFIT FIRST



ALLOCATE

THE ORDER IS EVERYTHING



3. REMOVE TEMPTATION



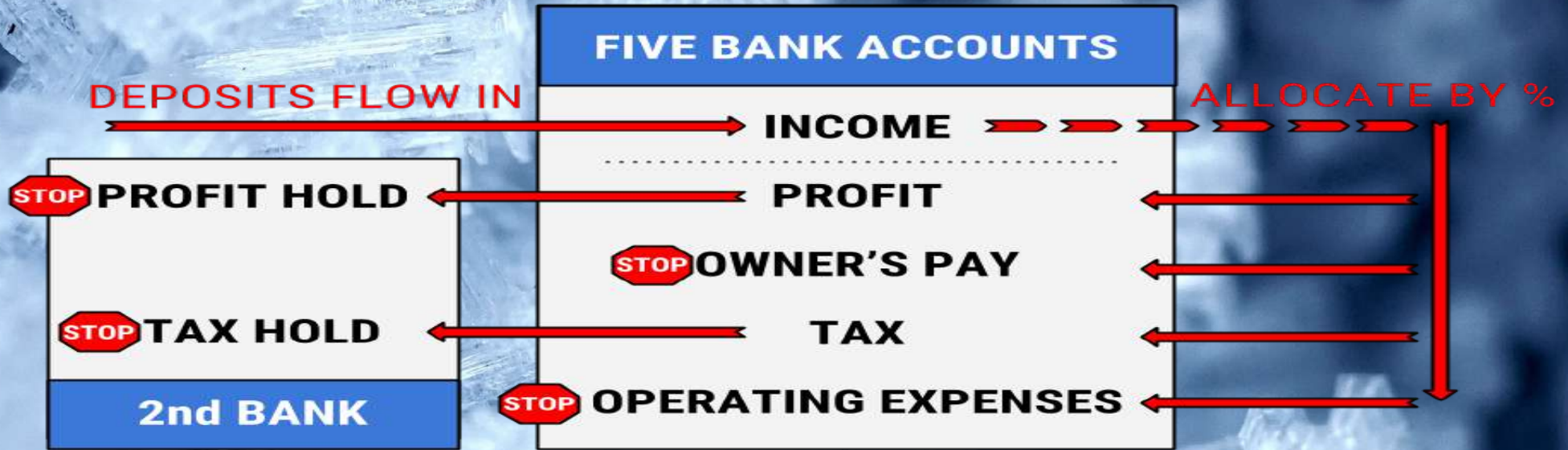
OUT OF SIGHT

INTO THE FREEZER



OUT OF SIGHT

INTO THE FREEZER





4. BE CONSISTENT

ESTABLISH A RHYTHM

THE 10/25 RULE | RHYTHM



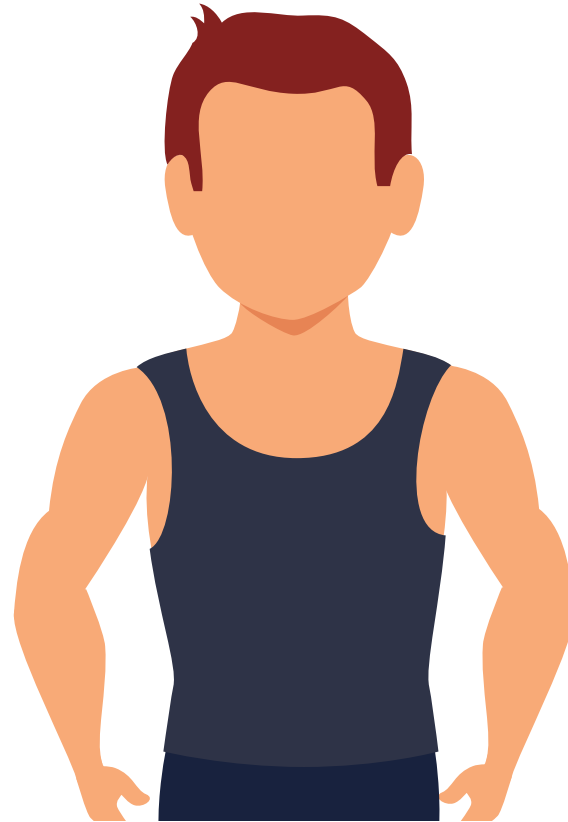
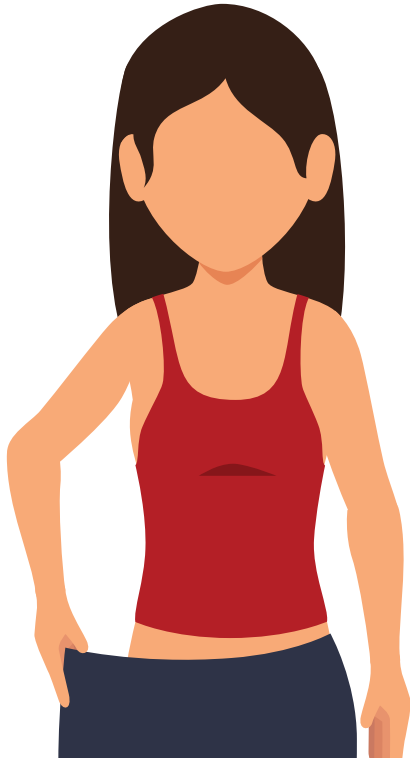
THE TRICKY PART

STARTING PERCENTAGES



SMALL PLATES

APPROPRIATE PORTIONS
ARE YOU 120lbs or 225?



HEALTHY BUSINESS

SMALL PLATES

	A	B	C	D	E	F
Real Revenue Range	\$0 - \$250K	\$250K - \$500K	\$500K - \$1M	\$1M - \$5M	\$5M - \$10M	\$10M - \$50M
Real Revenue	100%	100%	100%	100%	100%	100%
Profit	5%	10%	15%	10%	15%	20%
Owner's Pay	50%	35%	20%	10%	5%	0%
Tax	15%	15%	15%	15%	15%	15%
Operating Expenses	30%	40%	50%	65%	65%	65%

THE \$1000 CUPCAKE |



THE \$1,000 CUPCAKE |



= \$1,000



= \$500

APRIL 10th |

Income



= \$10,000

APRIL 10th | \$10,000

Income



BANK 1

Profit 10%

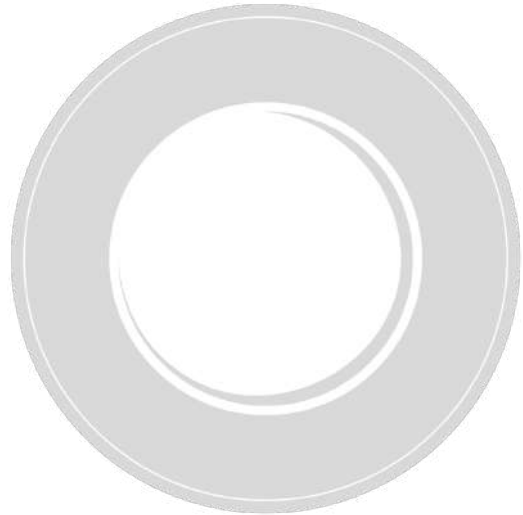
OP 30%

Taxes 10%

OpEx 50%

APRIL 10th | \$10,000

Income



BANK 1

Profit 10%



OP 30%



Taxes 10%



OpEx 50%



APRIL 10th |

\$10,000

BANK 1

Profit 10%

OP 30%



Taxes 10%

OpEx 50%



BANK 2 (FREEZER)

Profit 10%



Taxes 10%



APRIL 25th | \$5,000

Income



= \$5,000

APRIL 25th | \$5,000

Income



BANK 1

Profit 10%

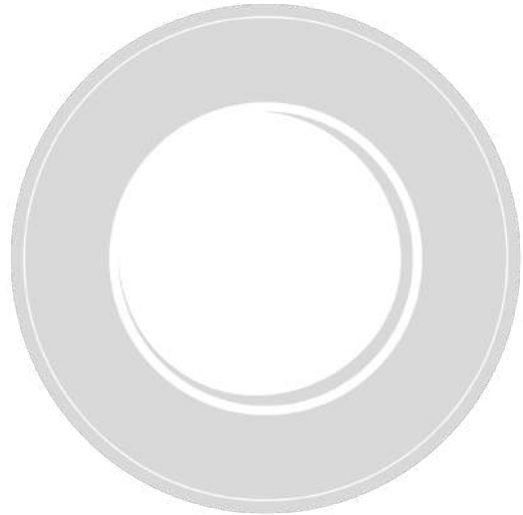
OP 30%

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OpEx 50%

APRIL 25th | \$5,000

Income



BANK 1

Profit 10%



OP 30%



Taxes 10%



OpEx 50%



APRIL 25th |

\$5,000

BANK 1

Profit 10%

OP 30%



Taxes 10%

OpEx 50%



BANK 2 (FREEZER)

Profit 10%



Taxes 10%



END OF APRIL | \$15,000

BANK 1

Profit 10%

OP 30%     

Taxes 10%

OpEx 50%        

BANK 2 (FREEZER)

Profit 10%  

Taxes 10%  



END OF APRIL | \$15,000

BANK 1

Profit 10%

OP 30% 

Taxes 10%

OpEx 50%  

BANK 2 (FREEZER)

Profit 10% 

Taxes 10% 



MAY 10th | \$10,000

Income



BANK 1

Profit 10%

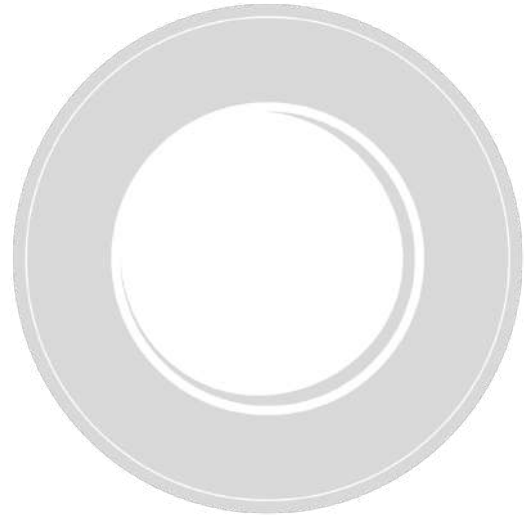
OP 30%

Taxes 10%

OpEx 50%

MAY 10th | \$10,000

Income



BANK 1

Profit 10%



OP 30%



Taxes 10%



OpEx 50%



MAY 10th |

\$10,000

BANK 1

Profit 10%

OP 30%



Taxes 10%

OpEx 50%



BANK 2 (FREEZER)

Profit 10%  +  + 

Taxes 10%  +  + 



MAY 25th | \$5,000

Income



BANK 1

Profit 10%

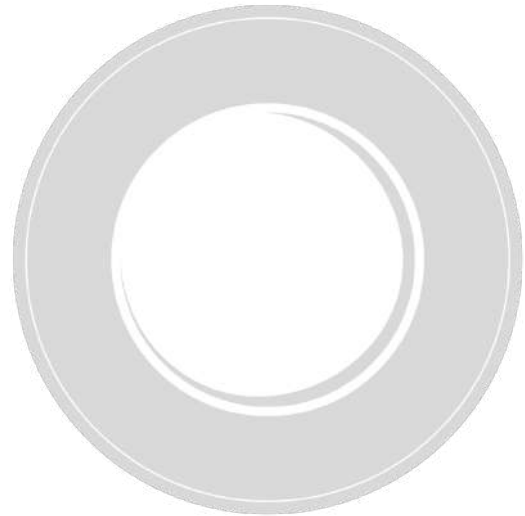
OP 30%

Taxes 10%

OpEx 50%

MAY 25th | \$5,000

Income



BANK 1

Profit 10%



OP 30%



Taxes 10%



OpEx 50%



MAY 25th |

\$5,000

BANK 1

Profit 10%

OP 30%



Taxes 10%

OpEx 50%

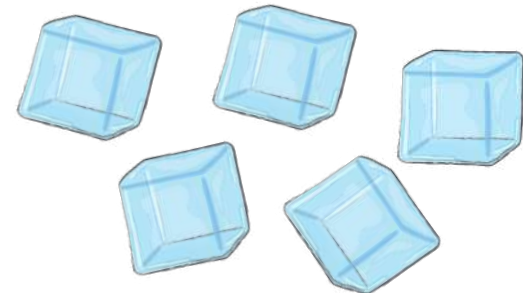


BANK 2 (FREEZER)

Profit 10%



Taxes 10%



END OF MAY | \$15,000

BANK 1

Profit 10%

OP 30%     

Taxes 10%

OpEx 50%        

BANK 2 (FREEZER)

Profit 10%    

Taxes 10%    



END OF MAY | \$15,000

BANK 1

Profit 10%

OP 30% 

Taxes 10%

OpEx 50%  

BANK 2 (FREEZER)

Profit 10%    

Taxes 10%    



JUNE 10th |

\$10,000

Income



BANK 1

Profit 10%

OP 30%

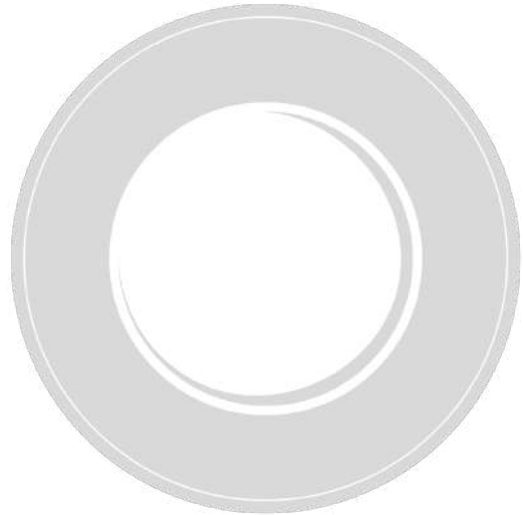
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OpEx 50%

JUNE 10th |

\$10,000

Income



BANK 1

Profit 10%



OP 30%



Taxes 10%



OpEx 50%



JUNE 10th |

\$10,000

BANK 1

Profit 10%

OP 30%



Taxes 10%

OpEx 50%



BANK 2 (FREEZER)

Profit 10%



Taxes 10%



JUNE 25th | \$5,000

Income



BANK 1

Profit 10%

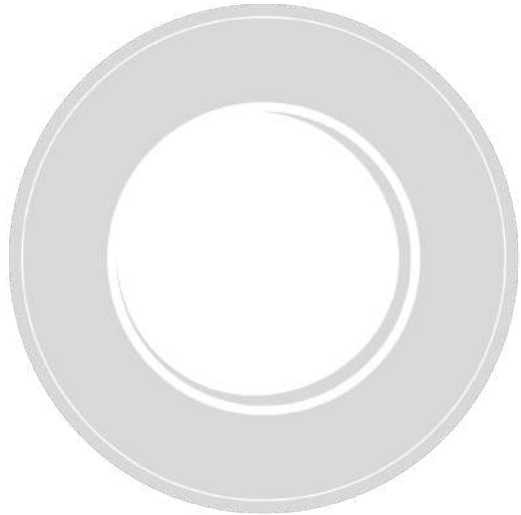
OP 30%

Taxes 10%

OpEx 50%

JUNE 25th | \$5,000

Income



BANK 1

Profit 10%



OP 30%



Taxes 10%



OpEx 50%



JUNE 25th |

\$5,000

BANK 1

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OP 30%



Taxes 10%

OpEx 50%

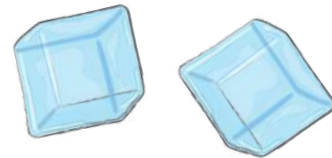


BANK 2 (FREEZER)

Profit 10%



Taxes 10%



END OF JUNE | \$15,000

BANK 1

Profit 10%

OP 30% 

Taxes 10%

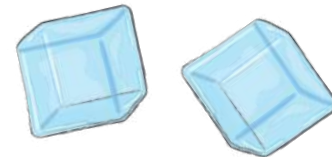
OpEx 50% 

BANK 2 (FREEZER)

Profit 10%



Taxes 10%



END OF JUNE | \$15,000

BANK 1

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OP 30%



Taxes 10%

OpEx 50%

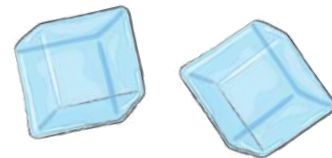


BANK 2 (FREEZER)

Profit 10%



Taxes 10%





QUARTERLY | TIME TO PARTY!

EMPTY THE FREEZER |

Profit 10%



= \$4500

Taxes 10%



= \$4500

TAX DISTRIBUTION |



PAY YOUR QUARTERLY TAXES

REIMBURSE YOURSELF

LEAVE ANY REMAINING IN ACCOUNT



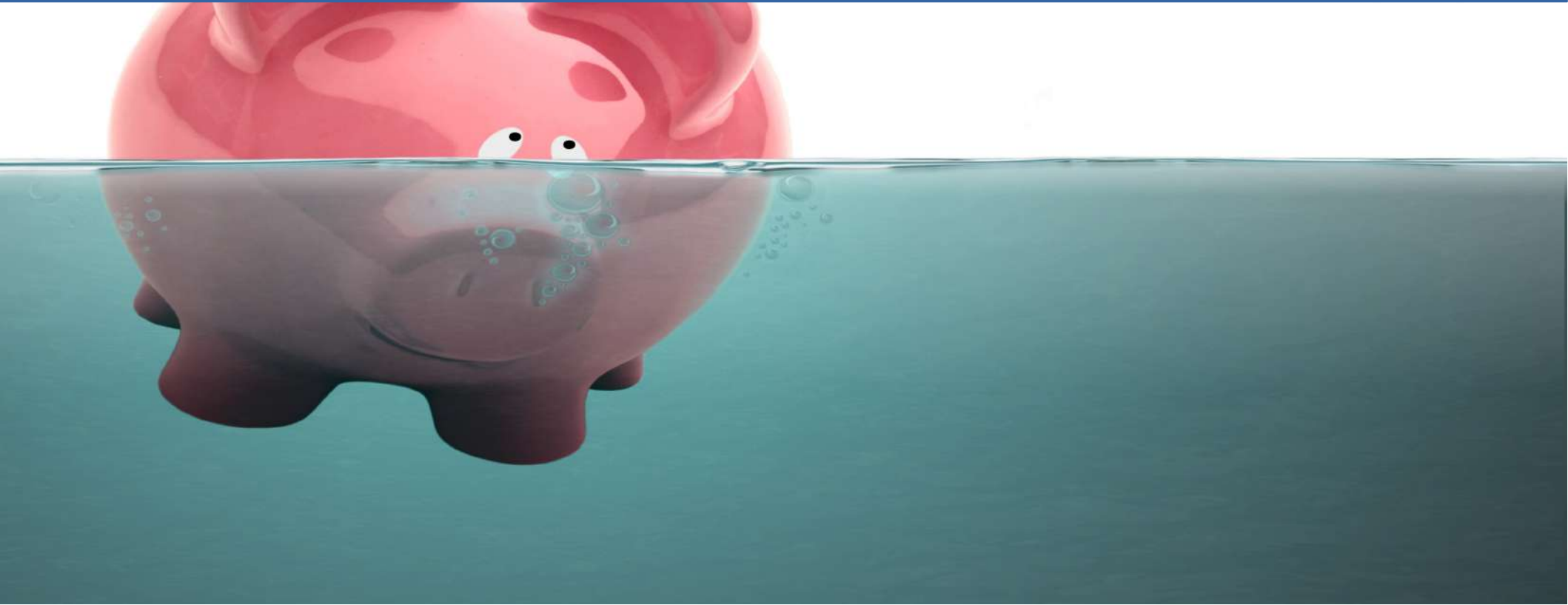
PROFIT

REWARD

FOR A BUSINESS WELL RUN

DEBT |

FREEZE IT. CRUSH IT. AND DO IT
BEHAVIORALLY!



PROFIT DISTRIBUTION |



IF YOU HAVE (BAD)DEBT

Treat Yourself To An Ice Cream Cone (1%)

Use the rest to start crushing your debt (99%)

Create a debt reduction plan



PROFIT DISTRIBUTION |



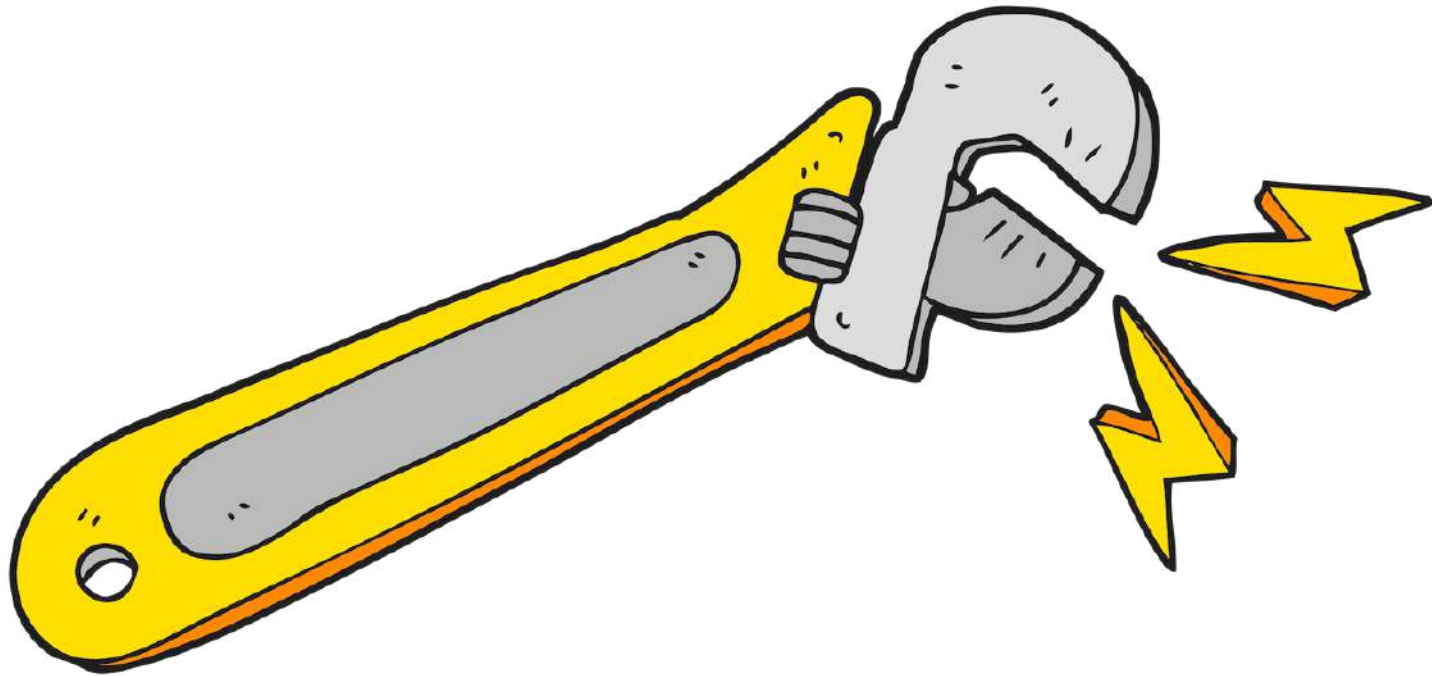
IF YOU DON'T HAVE DEBT

Take 50% As A Distribution To Owner(s)

Use 50% To Build 3 Months OpEx Cash Reserves



ASSESS AND ADJUST |





PROGRESS | SUSTAINABLE

RESULTS? |

Case Study: UW Fitness

Q4 2017			Q1 2019		Results	
Revenue: \$52706.16			Revenue: \$76217.26		Revenue +\$23511.11	
Account	Allocation	\$ Total	Allocation	\$ Total	Allocation	Total
Profit	0.92%	\$486.57	5.00%	\$3805.87	+4.08%	\$3319.30
Owners Pay	39.07%	\$20593.14	42.00%	\$31969.25	+2.93%	\$11376.11
Taxes	6.46%	\$3405.94	10.00%	\$7611.73	+3.54%	\$4205.83
OpEx	53.54%	\$28220.65	38.50%	\$32730.04	(15.04%)	\$4509.39
Add Staff	-	-	4.50%	\$3425.26	+4.50%	\$3425.26

RESULTS? |

BOOM!

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Me: Can you give me a ballpark on how much debt you have paid off since starting PF?

RESULTS? |

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Him: Hi Dean, I don't have an exact number for you. I would say a safe estimate would be at least \$20,000 of credit card debt and \$20,000 of personal loan debt.

RESULTS? |

BOOM!

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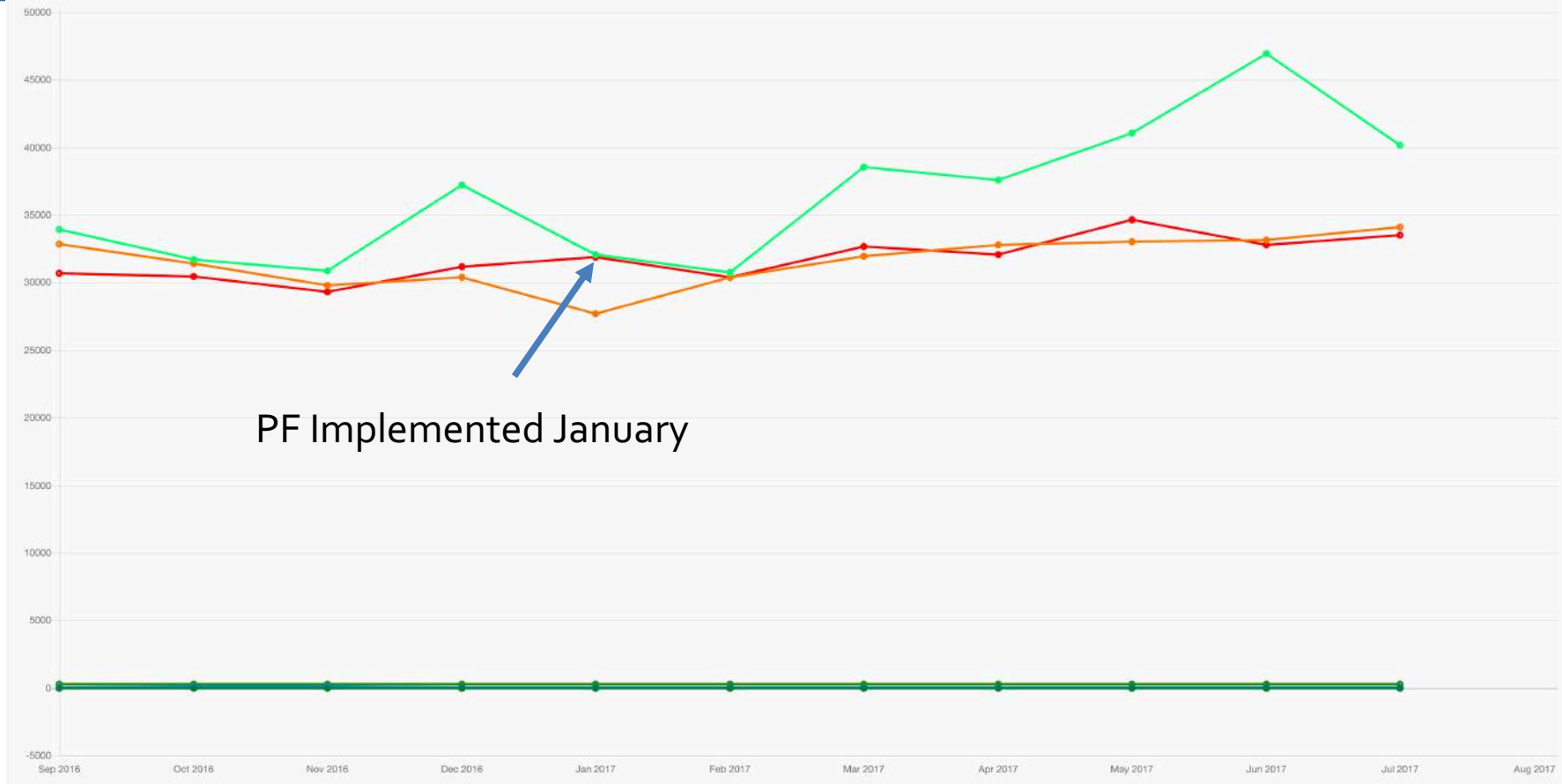
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TRUE STORY! Over \$40,000 of Debt WIPED OUT!

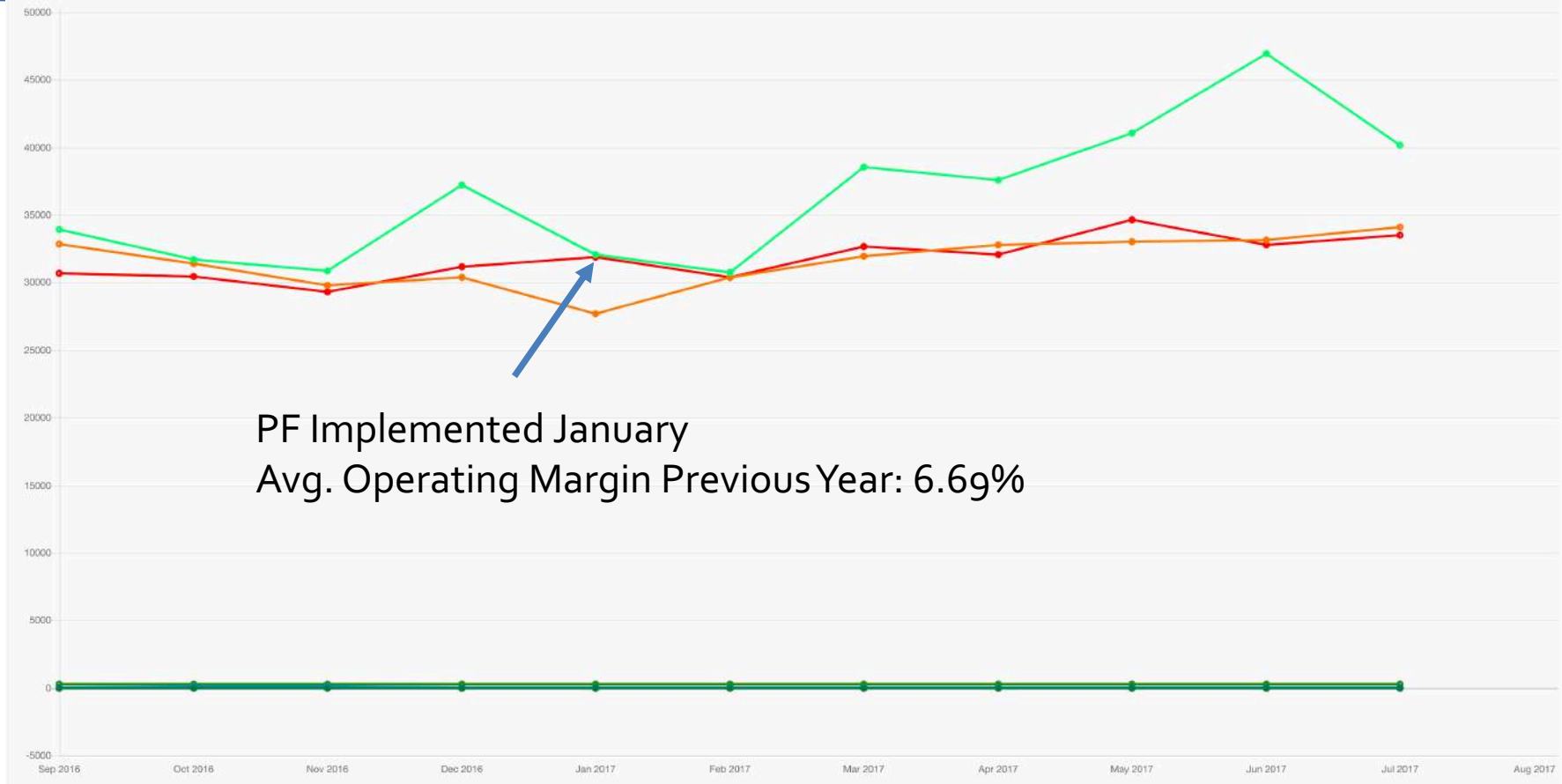
RESULTS? |

Case Study: Fit Fitness



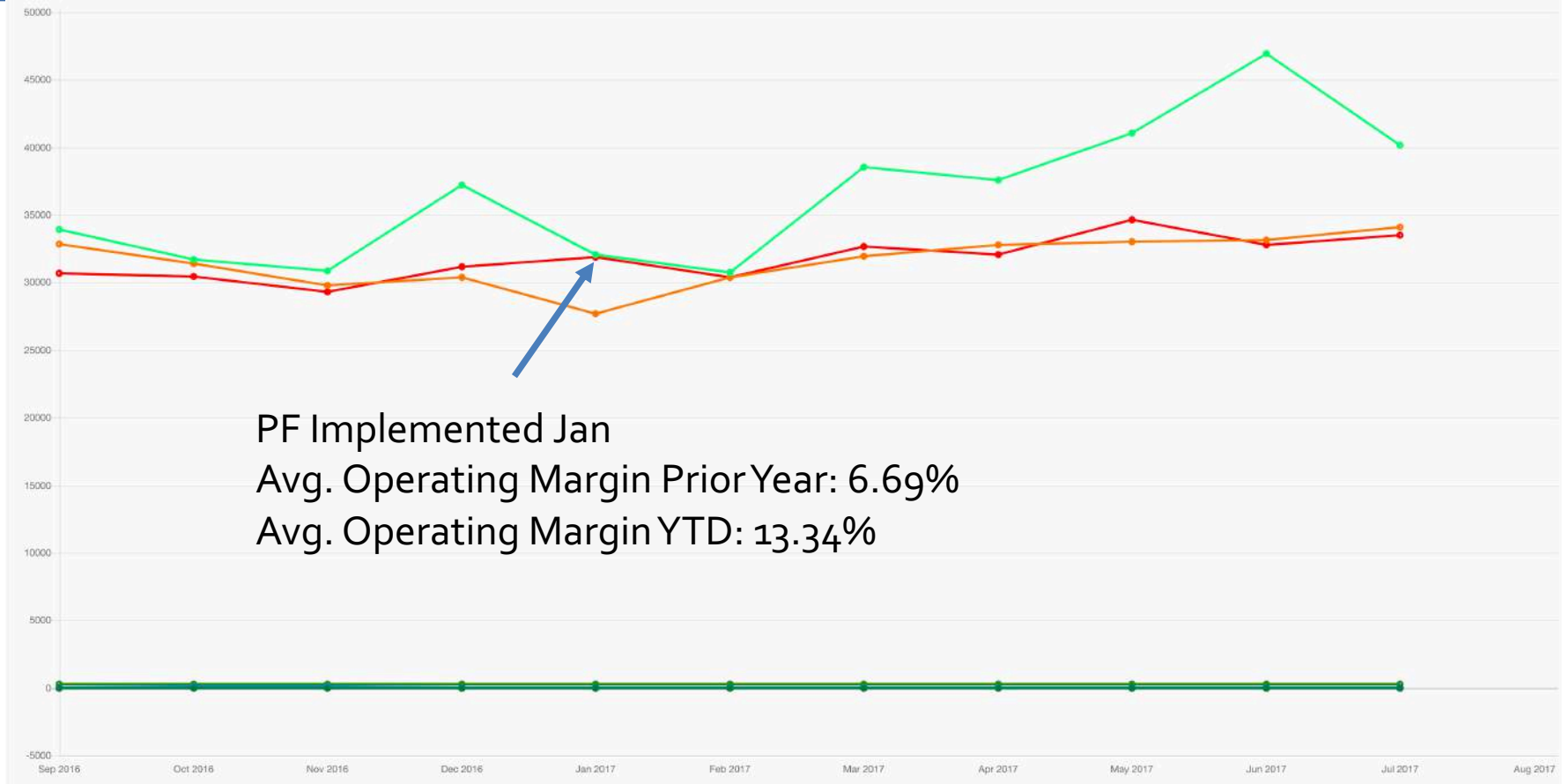
RESULTS? |

Case Study: Fit Fitness



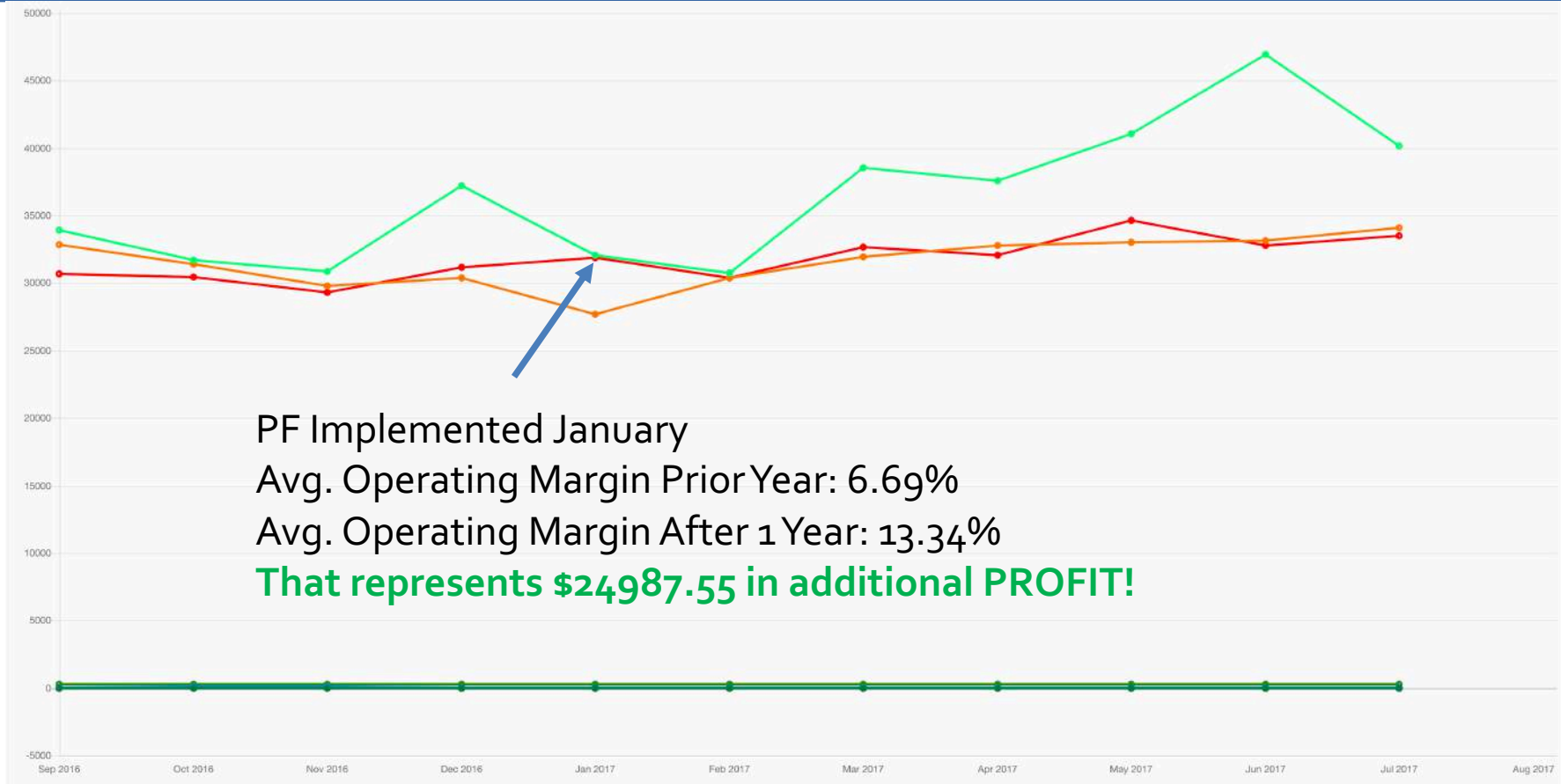
RESULTS? |

Case Study: Fit Fitness



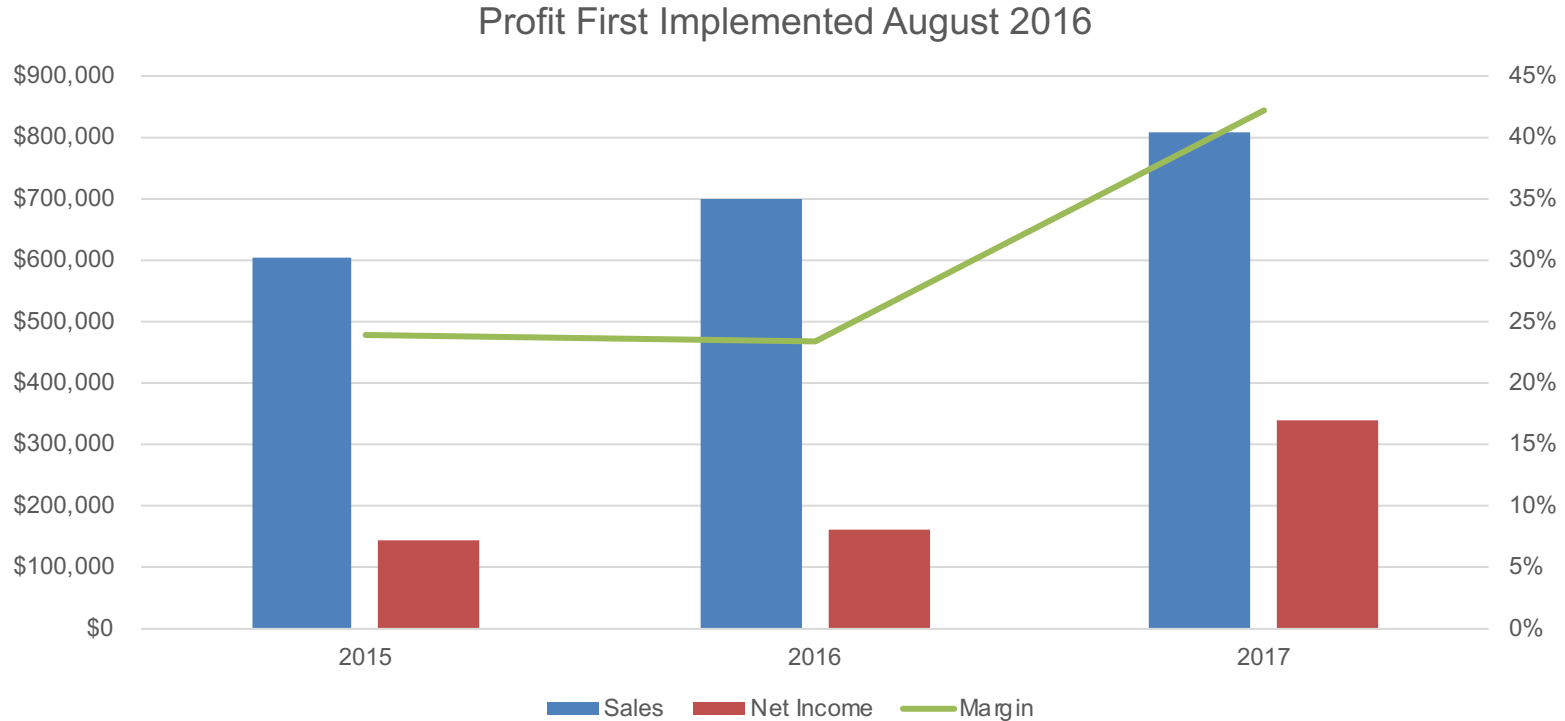
RESULTS? |

Case Study: Functional Integrated Training



RESULTS? |

Case Study: Get Fit NH



PROFESSIONAL HELP

DO IT NOW |

BE A "1%-er"



NEXT STEP |

TACKLE YOUR BIGGEST
CHALLENGE



FIT FOR PROFIT

ACHIEVE FISCAL FITNESS

www.fitforprofit.com/free-download/