

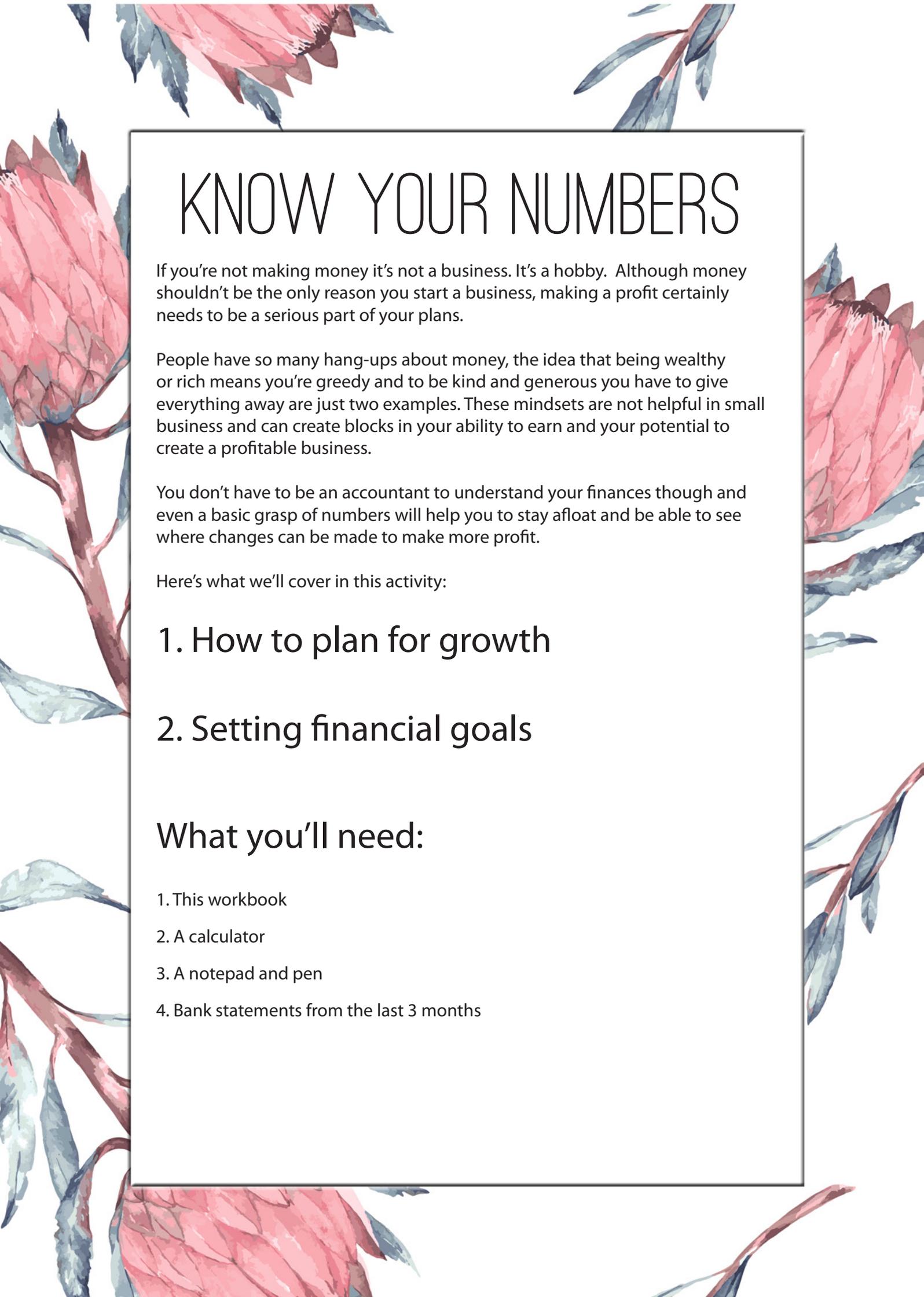
# Skyrocket your profit

workbook 4





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# KNOW YOUR NUMBERS

If you're not making money it's not a business. It's a hobby. Although money shouldn't be the only reason you start a business, making a profit certainly needs to be a serious part of your plans.

People have so many hang-ups about money, the idea that being wealthy or rich means you're greedy and to be kind and generous you have to give everything away are just two examples. These mindsets are not helpful in small business and can create blocks in your ability to earn and your potential to create a profitable business.

You don't have to be an accountant to understand your finances though and even a basic grasp of numbers will help you to stay afloat and be able to see where changes can be made to make more profit.

Here's what we'll cover in this activity:

1. How to plan for growth
2. Setting financial goals

## What you'll need:

1. This workbook
2. A calculator
3. A notepad and pen
4. Bank statements from the last 3 months



# INVESTING IN YOUR GROWTH

1. How much would you like to be paid each month?

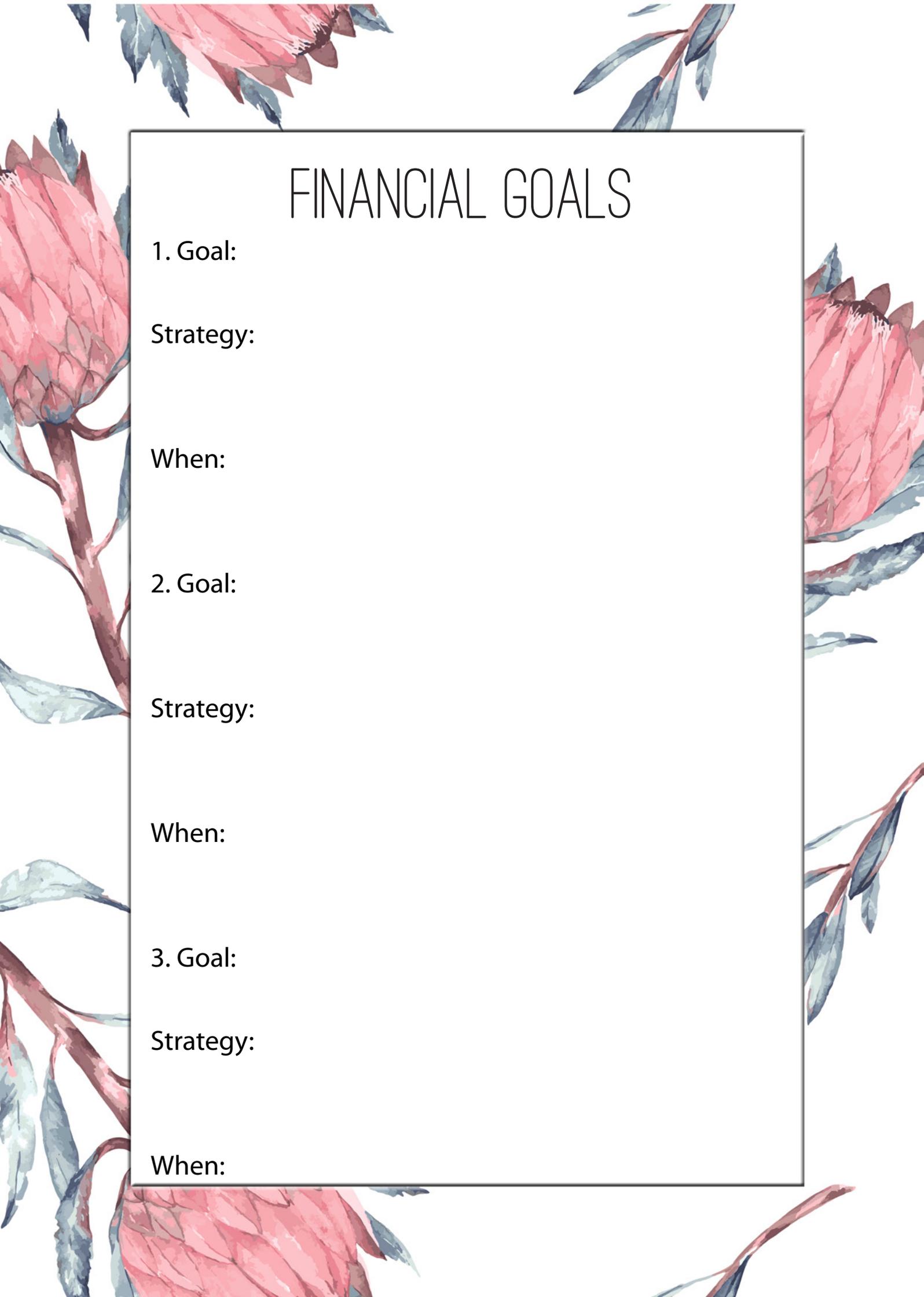
2. How much would you like to invest back into the business each month?

3. What upcoming projects do you need to budget for in the next 12 months? How much will each cost approx?

- 1.
- 2.
- 3.

4. How much would you like to spend on professional development this year?

5. Add these amounts to your regular monthly expenses. How much do you need to make each month to grow your business?



# FINANCIAL GOALS

1. Goal:

Strategy:

When:

2. Goal:

Strategy:

When:

3. Goal:

Strategy:

When:

# Money March

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We'd love to hear how you went with this activity!

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Manage your cash flow, track expenses and get paid faster.

Having the tools and financial know-how to manage your finances is key to running a successful business. That's why we're excited to join with RECKON ONE and help aspiring women in business like you, reach their goals.

To get you started, here is an exclusive introductory offer on Reckon One.

50% off your first 12 months of Reckon One!

Whether you're juggling your growing business or your family's needs we are here to help make managing your finances as quick and easy as possible.

"It's so refreshing to have a company really take the time and energy to welcome us as new clients, and this is exactly what we've received from the Reckon One team. Being someone who has little experience in accounting and financial management, so far I've found their system to be very easy to use, but also thorough enough to ensure we don't miss anything important. We are so relieved to have set up our account with Reckon One, and look forward to having all of our financials and bookkeeping simplified and organised moving into the future."

Christie Lyons, White Light Publishing House

\*This offer is only available to new Reckon One customers only. Offer expires on the 31/4/18.