



Profit First Instant Assessment

The Instant Assessment is a tool that gives you a quick picture of the financial health of your business. You will determine your Target Allocation Percentages and the changes you need to make to reach your target.

Use the tables on the following page and work through these steps	
1	Identify your company's Real Revenue for the last 12 months. *
2	Pick the column that corresponds to your Real Revenue in Table 1.
3	Complete the Actual column in Table 2 with your actual numbers for the last 12 months.
4	Using the percentages identified in Step 2, fill out the PF% column in Table 2.
5	Multiple the Real Revenue number in the Actual column with each PF% and enter the resultant number in the corresponding PF\$ row.
6	For each row, subtract the PF\$ number from the Actual number and put the result in the corresponding row in the Difference column. You may get negative numbers.
7	For the Fix column put the word "increase" or "decrease" depending on the action you need to take.

** **Real Revenue** is the income generated by your company after subtracting the costs of materials and subcontractors. Identify your company's Gross Revenue for the last 12 months. If you have a service-based business (like Coaching or Consulting) your Gross Revenue will likely be the same as your Real Revenue. You only need to make adjustments to this number if you are in manufacturing or retail where you have substantial material and subcontractor costs.*

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Table 1

	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	30%	40%	50%	65%	65%	65%

Table 2

	Actual	PF%	PF\$	Difference	Fix
Real Revenue		100%			
Profit					
Owner's Pay					
Tax					
Operating Expenses					

If you need support completing this assessment or you are wondering what the next steps are for implementing Profit First, email me to schedule a complimentary Strategy Call: Sarah@ElevationOBM.com.

I can guide you through completing this assessment, we can review your results together, and I can give you tips and resources for taking the next step to implement Profit First in your business.

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