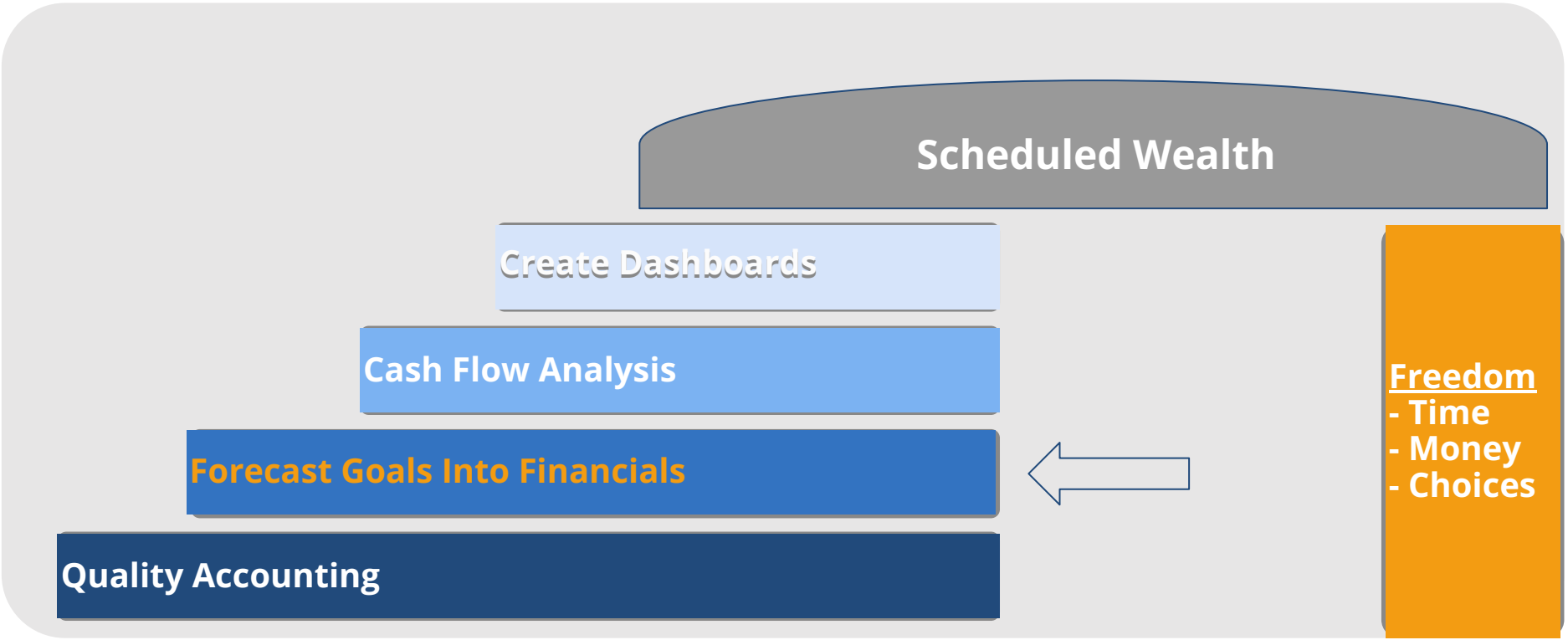
INCITE

THE WEALTH BUILDING FRAMEWORK - 2

You're killing me Smalls.

Steps of The Wealth Building Framework



RECAP

1. *Quality Accounting Checklist*
2. *Revenue broken out by month*

Don’t Get Behind.

Go To WBF Tool

Go To WBF Tool

Revenue - Closer Look

With your revenue broken out by month -

- How realistic are your numbers?
- Have you sold that many units before?
- Are your revenue numbers matching or exceeding your number goal?

REVENUE QUESTIONS

FORECASTING EXPENSES

Direct and specific expenses based on Revenue

Historical Expenses

Expenses Related to Revenue

Add in Expenses related to Revenue to WBF tool

Revenue Goal Questions

- Do you need to hire more people to support new services?
- Will there be other new expenses to support new services?
- How will expenses increase or decrease with any reformatted services?
- How will expenses decrease by stopping any existing services?
- Do you need to hire more people to handle the grow you are forecasting?
- Will you be upgrading any expenses due to growth? (i.e. crm's)
- When will these expenses take place? (break them out per month)

Go To WBF Tool

Go To WBF Tool

PRODUCTIVE VS UNPRODUCTIVE

Keep Customers

Get New Customers

Analyze Expenses

1. Generate immediate income?
2. Serve our clients?
3. Support systems that serve our clients?
4. Save you time?
5. Absolutely necessary to keep business open?

Analyze Expenses - 4 More Questions

1. What is the actual benefit from spending that money?
2. Can you get the same outcome by not spending money?
3. Can you get the same outcome by spending less money?
4. Does the expense serve top clients or your top money making services?

Review Your Expenses

1. **Analyze last month's expenses**
2. **Add in productive historical expenses to WBF tool**
3. **Put in beginning cash balance**

Analyze Forecast

Are you Profitable?

- Is the profit showing in the WBF tool inspiring?
- Are you showing any losses?
- Are there any months where you have a negative cash balance?

Commitment Summary