

The 1-Page Financial Health Snapshot & Action Plan

Your 30-Minute Diagnostic & Path Forward

THE QUICK-START OBJECTIVE: To move from feeling overwhelmed by your finances to having one clear, actionable priority you can execute this week.

PART 1: YOUR SNAPSHOT (Fill in the Blanks)

Answer these questions with your best current numbers. Estimate if you must, but WRITE IT DOWN.

A. Liquidity (Cash & Survival) - My Business Checking Balance: \$_____ - **My Minimum Monthly Operating Costs (Rent, Payroll, Core Utilities):** \$_____ - **My Cash Runway:** $(\text{Line 1} \div \text{Line 2}) = **\text{_____ Months}**$

B. Profitability (Performance) - Last Month's Total Revenue: \$_____ - **Last Month's Total Expenses:** \$_____ - **My Simple Profit:** $(\text{Line 1} - \text{Line 2}) = **\$ \text{_____} **$

C. Obligations (Pressure) - Total Outstanding Debt/ Loan Balances: \$_____ - **Total Monthly Debt Payments:** \$_____ - Total Past-Due Bills (if any): $**\$ \text{_____} **$

PART 2: YOUR ACTION PLAN (Follow the Steps)

Based on your Snapshot above, follow this decision tree. Circle your path and actions.

STEP 1: Find Your Starting Point

Roll 1: Is your **Cash Runway** (from Part A) LESS than 3 months? - **YES** → Your priority is **LIQUIDITY**. Go to Step 2A. - **NO** → Proceed to Roll 2.

Roll 2: Is your **Simple Profit** (from Part B) NEGATIVE or LESS than 5% of revenue? - **YES** → Your priority is **PROFITABILITY**. Go to Step 2B. - **NO** → Your priority is **OPTIMIZATION & GROWTH**. Go to Step 2C.

STEP 2: Execute Your Priority Action Block

2A: LIQUIDITY ACTION BLOCK (If Runway < 3 Months)

Immediate Focus: Preserve Cash.

Your This-Week Actions: 1.

- **Identify & pause** all non-essential subscriptions/services.
- 2.
- **Contact 2 largest vendors** to request extended payment terms.
- 3.
- **Create a 13-week cash flow forecast** (Book Chapter 3).

My #1 Action: I will _____ by _____ (date).

2B: PROFITABILITY ACTION BLOCK *(If Profit is Low/Negative)*

Immediate Focus: Improve Margins.

Your This-Week Actions: 1.

- **Analyze top 3 expenses** – Can any be reduced/renegotiated by 10%?
- 2.
- **Review pricing** on your top 2 products/services – Is a 3-5% increase feasible?
- 3.
- **Calculate gross margin per product/service** (Book Chapter 7).

My #1 Action: I will _____ by _____ (date).

2C: OPTIMIZATION & GROWTH BLOCK *(If Runway >3mo & Profits Strong)*

Immediate Focus: Strengthen & Scale.

Your This-Week Actions: 1.

- **Establish/refresh your emergency fund** (target: 3-6 months of costs).
- 2.
- **Plan one investment** in marketing, systems, or talent to fuel growth.
- 3.
- **Schedule a quarterly financial review** with your bookkeeper/advisor.

My #1 Action: I will _____ by _____ (date).

PART 3: YOUR COMMITMENT

Pro-Tip Callout: Don't boil the ocean. The single biggest mistake is trying to fix all three areas (Liquidity, Profitability, Obligations) at once. This tool forces you to identify the **most urgent lever**. Master that one first, then move to the next. Momentum beats perfection.

Next Review Date: Schedule your next Snapshot in **90 days**. Circle the date:

Signature: _____

This plan is worthless without action. Tear this sheet out. Put it on your desk. Do your #1 action.

The Instant Expense Audit & Slash Tracker

Your 30-Minute Path to Reclaiming Cash Flow

THE QUICK-START OBJECTIVE: To identify and eliminate at least 10% of your monthly business expenses within the next 30 days by following this focused, action-driven audit.

PHASE 1: THE 5-MINUTE EXPENSE SNAPSHOT

Grab your last 3 months of bank/credit card statements. Let’s see where your money is really going.

INSTRUCTIONS: List every recurring business expense you can find. Categorize each in the table below.

CRITICAL RULE: If you hesitate or have to ask “Do we still need this?”—mark it with a **!**

Expense Name (e.g., “Cloud CRM”)	Monthly Cost	Category (Software, Subscriptions, Utilities, etc.)	! (Y/N)
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

****TOTAL MONTHLY RECURRING EXPENSES:** \$ _____ ******

PHASE 2: THE SLASH DECISION MATRIX

Apply the ruthless 4-question filter. Answer YES or NO for every expense from your table above.

For each expense, ask:

1. Is this expense **directly responsible** for generating revenue or delivering my core product/service?
2. Is there a **cheaper alternative** (different plan, competitor, bundled service) that provides 80% of the value?
3. Is the usage/cost **justified by data** (e.g., >70% user adoption, critical uptime, clear ROI)?
4. Would pausing/cancelling this for 90 days **cripple daily operations**?

PHASE 3: YOUR ACTION COMMITMENTS

Based on your Matrix answers, assign every expense to one of the three action tracks below. WRITE THEM IN.

TRACK A: ELIMINATE (Kill It)

These are your “!” items and any with 2+ “NO” answers in the Matrix. Immediate savings.

1. _____ | Save: \$_____/mo
2. _____ | Save: \$_____/mo
3. _____ | Save: \$_____/mo

TRACK B: NEGOTIATE OR SWITCH (Reduce It)

Expenses with 1 “NO,” especially on Q2 or Q3. Target a 15-30% cost reduction.

1. _____ | Target New Cost: \$_____/mo
2. _____ | Target New Cost: \$_____/mo
3. _____ | Target New Cost: \$_____/mo

TRACK C: OPTIMIZE & MONITOR (Keep It, But Watch It)

Critical “YES” expenses. Schedule a quarterly review to ensure they remain justified.

1. _____ | Next Review Date: _____
2. _____ | Next Review Date: _____

PHASE 4: THE 30-DAY SLASH TRACKER

Accountability is everything. Log your progress here.

TOTAL MONTHLY SAVINGS TARGET: \$_____ (Aim for $\geq 10\%$ of your Phase 1 Total)

Week	Action Steps	Contacted? (Y/N)	Saved/Reduced? (Y/N)	Monthly \$ Impact
Week 1	Execute TWO “ELIMINATE” items	_____	_____	\$_____
Week 2	Negotiate ONE “SWITCH” item	_____	_____	\$_____
Week 3	Execute final “ELIMINATE” & ONE more “SWITCH”	_____	_____	\$_____

Week	Action Steps	Contacted? (Y/N)	Saved/Reduced? (Y/N)	Monthly \$ Impact
Week 4	Review all "OPTIMIZE" items & set calendar reminders	_____	_____	—

CALCULATED MONTHLY SAVINGS ACHIEVED: **\$_____**

ANNUALIZED IMPACT: **\$_____** (Monthly Savings x 12)

PRO-TIP CALLOUT

The Zombie Subscription Trap: The biggest leak isn't the large, obvious expense—it's the aggregate of 5-10 small, auto-renewing "zombie" subscriptions you never use. If you haven't logged into a service in 60 days or can't name the specific project it's for, it's already dead to your business. **Kill it.**

CONGRATULATIONS. You've just taken the single most actionable step to improving your profit margins. Re-run this audit **quarterly**.

My **Cash Cushion Goal** (from the book) is: \\$____________. This week, I can move \\$____________ toward it.

PRO-TIP CALLOUT

The “Cash Date” Fallacy: Money in the *invoice* is not money in the *bank*. Your check-in uses **actual bank balances** and **known deposit dates**. Never make a spending decision based on an accounts receivable total. Always use the “Total Cash Available” number from your real bank feeds. This habit alone prevents countless cash crunches.

[illegible]

(© . Companion asset to “The Small Business Finance Survival Guide”. Use weekly. Own your numbers.)

The Profit-First Account Allocation Blueprint

Your No-Fuss Guide to Structuring Your Bank Accounts for Instant Clarity & Automatic Profit

THE QUICK-START OBJECTIVE

To physically structure your business bank accounts using the Profit-First percentages, transforming your bookkeeping from reactive tracking to proactive cash flow management.

THE CORE PROBLEM THIS SOLVES

You struggle to see what cash is truly available for owner's pay, profit, taxes, and operations because all your money sits in one chaotic account; this blueprint gives you a fail-proof system to allocate every dollar that comes in, ensuring profit is never an afterthought.

THE 5-ACCOUNT FOUNDATION

You will open **five separate business bank accounts** (checking or savings). Label them exactly as follows:

1. **INCOME Account** (Primary checking where all customer payments land)
2. **PROFIT Account** (Savings account)
3. **OWNER'S PAY Account** (Checking account)
4. **TAX Account** (Savings account)
5. **OPEX (Operating Expenses) Account** (Primary checking for bills)

THE IMPLEMENTATION STEPS

Follow this sequence within the next 10 business days:

1. **Gather:** Log into your current business bank portal.
2. **Open:** Contact your bank to open the four new accounts (Profit, Owner's Pay, Tax, OPEX). Keep your existing main account as your new **INCOME** account.
3. **Name:** Assign the exact account names listed above. No clever alternatives.
4. **Fund:** Using your current bank balance and the **Initial Allocation Worksheet** below, transfer the calculated amounts to seed each new account.
5. **Automate:** Set up five recurring calendar reminders for the **1st and 15th** of every month titled: "PROFIT-FIRST ALLOCATION DAY."
6. **Operate:** From now on, all bills are paid **only** from the OPEX account. All customer payments go **only** to the INCOME account.

YOUR FILL-IN-THE-BLANK INITIAL ALLOCATION WORKSHEET

Step 1: Your Current Reality

Total Balance in All Business Accounts Today: **\$ _____ **

Step 2: Apply Your Target Allocation Percentages (TAPs)

Refer to Chapter 4 of your book to determine your current TAPs. If you haven't calculated them yet, use the starter percentages below for a business with 0-10% profit margin.

- PROFIT Allocation: _____ % of Total Balance

Calculation: Total Balance \$ _____ x _____ % = **\$ _____ **

- OWNER'S PAY Allocation: _____ % of Total Balance

Calculation: Total Balance \$ _____ x _____ % = **\$ _____ **

- TAX Allocation: _____ % of Total Balance

Calculation: Total Balance \$ _____ x _____ % = **\$ _____ **

- OPEX Allocation: *The remainder funds OPEX.*

Calculation: Total Balance \$ _____ (Profit + Owner's + Tax \$) = **\$ _____ **

Step 3: Your First Allocation Transfer Order

On your first Allocation Day, transfer funds from your INCOME account in this **exact order**:

1. Transfer **\$ _____ ** to your **PROFIT** account.
2. Transfer **\$ _____ ** to your **OWNER'S PAY** account.
3. Transfer **\$ _____ ** to your **TAX** account.
4. Leave the remaining **\$ _____ ** in your **OPEX** account for expenses.

THE ONGOING ALLOCATION CHECKLIST (For the 1st & 15th)

- Log into your **INCOME** account.
- Note the **total cleared balance**.
- Apply your TAP percentages to this balance (use calculator or spreadsheet).
- **Transfer to PROFIT** account first.
- **Transfer to OWNER'S PAY** account second.
- **Transfer to TAX** account third.
- Leave the remainder in the **OPEX** account.
- Pay all bills/expenses for the period **only from the OPEX account**.

PRO-TIP CALLOUT: The Golden Rule of Thumb

Never, ever spend from your Profit, Owner's Pay, or Tax accounts for business operations. These are **distribution accounts**, not spending accounts. Profit is distributed quarterly, Owner's Pay is distributed per your personal pay schedule, and Tax is paid when quarterly estimates are due. This physical separation is the entire magic of the system.

Your Next Action: Schedule 90 minutes in your calendar this week to complete **Step 2: Open Accounts**. The system only works if you build the structure. Do it now.

Quick-Start Objective: To calculate your break-even price, target profitable price, and final gross profit margin in five minutes or less.

Fill this out first. Use monthly averages or per-unit costs.

B. Fixed Operating Costs (Monthly) - Rent & Utilities: ______ - Salaries
(Admin, Owner): ______ - Marketing & Advertising: ______
Software/Subscriptions: ______ - Insurance, Loan Payments: ______
- Other Overheads: ______ - **Total Monthly Fixed Costs:** ______

1

- [illegible]

Part 3: Your Action Checklist

Do these steps in order. Check each box.

- I have calculated my true COGS per unit/service hour.
- I have totaled my monthly fixed operating costs.
- I know my sales volume (units/hours) projection.
- I have calculated my **Break-Even Price** (Step 1).
- I have selected a target profit margin and calculated my **Target Price** (Step 2).
- I have compared my Target Price to my current/market price.
- I have used Step 3 to analyze at least one competitor's price.
- I have scheduled a quarterly review to re-run these numbers.

Part 4: Your Pricing Strategy Commitments

Fill in the blanks to lock in your decision.

Based on my calculations, I will:

1. Set my **minimum acceptable price** for to: \\$_____
2. Set my **primary target selling price** to: \$_____ to achieve a _____% gross margin.
3. Justify this price to customers by focusing on these three value points:
4. _____
5. _____
6. _____
7. I will review and adjust my pricing next on: _____ (Date)

FINAL PRO-TIP: Your price is not just a number—it's a signal. A price that yields a healthy margin funds better service, quality, and marketing, which in turn justifies the price. Never race to the bottom.

The “What to Ask Your Accountant” Question Script Book

Your Preparedness Toolkit for a High-Value, Action-Powered Meeting

THE QUICK-START OBJECTIVE

Use this script to transform your next accountant meeting from a passive review into a strategic, revenue-focused planning session.

THE PROBLEM THIS SOLVES

You leave your accountant’s office with a stack of reports and a tax bill, but no clear **actionable strategy** for improving your cash flow, tax position, or financial growth. This script ensures you ask the right questions to get strategic advice, not just compliance reporting.

PRE-MEETING CHECKLIST (Do This 1 Week Before)

Complete these steps to ensure you’re prepared:

1. Gather your latest **Profit & Loss Statement, Balance Sheet, and Year-To-Date Bank Statements**.
2. Review your book’s Chapter 3: “Decoding Financial Statements” and note any 2-3 confusing line items.
3. Block 60-90 minutes for the meeting—this is not a 15-minute drop-off.
4. Send this script’s **Core Questions Section** to your accountant in advance so they can prepare thoughtful answers.

CORE QUESTIONS SCRIPT: YOUR AGENDA

Open the meeting by stating: “My goal today is to move from compliance to strategy. I’ve prepared some questions to help us focus on growth and efficiency.”

ROLL 1: TAX STRATEGY & SAVINGS (Ask These First)

1. “Based on my current **year-to-date profit**, what is your projected tax liability for this year, and what are **two legal strategies** we can implement *before year-end* to reduce it?”
2. “Are my current business structure (e.g., LLC, S-Corp) and salary/draw mix still optimal for tax efficiency and liability protection?”
3. “Am I maximizing all eligible **deductions and credits**? Please review my expense categories for commonly missed items like home office, vehicle use, or technology.”

ROLL 2: CASH FLOW & PROFITABILITY

4. “Looking at my **profit margins**, which product or service line is most profitable, and which is underperforming? What is one action I should take for each?”
5. “What is a healthy **cash reserve target** for my business size, and what’s a realistic timeline to build it based on my current cash flow?”
6. “Are there any alarming trends or ratios on my balance sheet I should be addressing immediately?”

ROLL 3: GROWTH & FORECASTING

7. “What key performance indicators (KPIs) should I be tracking monthly, and what benchmarks should I use for my industry?”
8. “If I want to invest in next quarter, how will it impact my cash flow and taxes?”
9. “Do you recommend any specific tools or processes to improve the accuracy and timeliness of my bookkeeping?”

YOUR FILL-IN-THE-BLANK STRATEGY PAGE

Do not attend the meeting without completing this section.

My Top 3 Financial Goals for the Next 12 Months:

1. _____
2. _____
3. _____

The Specific Numbers I Need Clarity On Today:

My most confusing financial statement line item is: _____

My biggest cash flow pinch point is: _____

My planned investment/expense for next year is: _____

THE “PRO-TIP” CALLOUT

Never ask “What should I do?”

Always frame questions with your **goal** first: *“To achieve , what are the financial implications and best structural approach?”* This forces strategic advice, not generic suggestions. If your accountant only answers compliance questions and can’t engage on strategy, it’s a sign you may need a more proactive **strategic financial partner**.

POST-MEETING ACTION CAPTURE

Before you leave, confirm and write down:

1. The **one most critical financial action** I will take before our next meeting:

2. The date of our **next scheduled check-in** (recommended quarterly): _____

3. Any **data or documents** I need to send for follow-up analysis: _____

*Adapted from the principles in **The Small Business Finance Survival Guide** . Bring this sheet to every meeting. Your financial clarity is non-negotiable.*

The Done-For-You Bookkeeping Setup Checklist

Your 60-Minute Path to a Flawless Financial Foundation

THE QUICK-START OBJECTIVE: To systematically implement a professional bookkeeping system for your business in one sitting, using the core principles from *The Small Business Finance Survival Guide*.

PHASE 1: THE FOUNDATION (15 Minutes)

Goal: Define your structure and accounts.

1. Choose Your Legal & Tax Structure: - Sole Proprietorship/LLC (Schedule C) - S-Corporation - Partnership - C-Corporation *Note: If unsure, refer to Book 1, Chapter 3. This dictates your tax forms.*

2. Open Dedicated Business Banking: - Research local vs. online banks. - Open a **business checking account**. - Apply for a **business credit/debit card**. - **STOP** using personal accounts for business.

3. Select Your Bookkeeping Method: - **Cash Basis:** Record income/expenses when money moves. - **Accrual Basis:** Record income/expenses when earned/incurred. *Pro-Tip: Most small service-based businesses start with **Cash Basis** for its simplicity and direct reflection of cash flow.*

PHASE 2: THE SYSTEM SETUP (25 Minutes)

Goal: Choose and configure your tools.

4. Choose Your Primary Tool: - **Spreadsheet Guru:** Set up master template (Income, Expenses, Bank Balance). - **Software User:** Select and create account in software (e.g., QuickBooks, Xero, FreshBooks).

5. Link & Categorize: - Link your business bank/credit card to your software. - Set up or verify your **Chart of Accounts**. Core accounts to include:

Income: Sales, Consulting Revenue

Expenses: Rent, Utilities, Software, Marketing, Meals

Assets: Business Bank Account, Equipment

Liabilities: Credit Card Balance, Loans

6. Establish Your Filing System: - **Digital:** Create cloud folders (e.g., 2025_Invoices, 2025_Receipts, 2025_Tax). - **Physical:** Get an accordion file or binder with tabs for key expense types.

PHASE 3: THE OPERATIONAL RHYTHM (20 Minutes)

Goal: Lock in your ongoing habits.

7. Schedule Your Weekly Finance Block (15 min): Day: _____ Time: _____
- Reconcile all bank/credit card transactions. - Categorize every expense. - Send outstanding invoices. - File all digital receipts.

8. Set Quarterly & Annual Reminders: - **Quarterly:** Review Profit & Loss Statement. Pay Estimated Taxes. - **Annual:** Year-end reconciliation. Prepare documents for your accountant/tax filing.

FILL-IN-THE-BLANK: YOUR PERSONALIZED COMMITMENT

My Business Entity Name: _____

My Primary Bookkeeping Tool/Software: _____

My Weekly Finance Block (Day/Time): _____

My #1 Priority Expense Category to track is: _____ (e.g., Marketing, Cost of Goods, Payroll)

The date I will complete my first full weekly reconciliation is: _____

PRO-TIP CALLOUT

The #1 Mistake to Avoid: Commingling Funds. The single most important step in this checklist is #2. Using a dedicated business account is non-negotiable. It transforms bookkeeping from a detective hunt into a simple, accurate process and provides crucial legal protection. Do not skip it.

☐ **FINAL CHECK:** Phase 1 Foundation Complete Phase 2 System Live Phase 3 Schedule Set Fill-in-the-Blank Section Personalised

Congratulations! You have just implemented the foundational system that will save you countless hours, reduce tax-time stress, and give you genuine financial control over your business. Refer to this checklist quarterly to ensure you stay on track.

The Quarterly Financial Review Script & Agenda

The Quick-Start Objective: To conduct a focused, 90-minute meeting with your team or advisor that assesses your financial health, identifies critical risks and opportunities, and commits to clear action steps for the next quarter.

Part 1: Pre-Review Preparation (To Be Done 48 Hours Before the Meeting)

Gather these reports and numbers. Assign this task to one person.

- **Profit & Loss Statement:** Last quarter and same quarter last year.
- **Balance Sheet:** As of the last day of the quarter.
- **Cash Flow Statement:** For the past quarter.
- **Aged Receivables & Payables Report:** Current snapshot.
- **Budget vs. Actual Report:** For the last quarter.
- **Key Performance Indicator (KPI) Dashboard:** Sales, margins, customer acquisition cost, etc.

Part 2: The 90-Minute Meeting Agenda & Script

Timekeeper Role: Assign someone to keep the meeting to time.

Roll 1: The Scorecard (Minutes 0-20) Script: *"Let's start with the score. We're looking for three things: a win, a miss, and a trend."*

1. Review Top-Line Revenue:

What was our total revenue for the quarter?

Did we meet, exceed, or fall short of our budgeted target?

Fill-in-the-blank: Our biggest revenue driver this quarter was _____.

2. Review Profitability (Net Profit):

What was our final net profit percentage?

What was the single largest expense line item?

Fill-in-the-blank: One unexpected cost that impacted profit was _____.

3. Review Cash Flow Health:

What was our net cash flow from operations?

What is our current cash balance?

Fill-in-the-blank: Our cash position today makes me feel because _____.

Roll 2: The Deep Dive (Minutes 20-50) Script: *"Now, let's diagnose the 'why' behind the numbers. We need one corrective action and one leverage point."*

4. Analyze the Biggest Variance:

Pick the **one** largest budget variance (good or bad) from your reports.

Team Discussion: Is this a one-time event or a new trend?

Fill-in-the-blank: To correct or capitalize on this, our immediate action is _____.

5. Assess the Customer & Sales Engine:

What was our number of new customers vs. repeat customers?

Did our cost to acquire a customer (CAC) increase, decrease, or hold steady?

Fill-in-the-blank: Our most profitable customer/client this quarter came from _____.

6. Evaluate Operational Efficiency:

Where did we waste the most time, money, or resources?

Team Discussion: What's one process we can streamline in the next 90 days?

Fill-in-the-blank: The tool or system we need to invest in/improve is _____.

Roll 3: The Forward Plan (Minutes 50-80) Script: *"Our final job is to decide the 2-3 most important financial moves for the next quarter."*

7. Set the Top Financial Priority for Next Quarter:

Based on our review, what is the **single most important** financial goal? (e.g., Increase cash reserves to \$X, Reduce Cost of Goods Sold by Y%, Launch new service with Z% margin).

Fill-in-the-blank: Our **Q3 Financial Priority** is: _____. **Success Metric:** We will measure success by _____.

8. Commit to Specific Action Steps:

Action 1: _____. **Owner:** _____. **Due Date:** _____.

Action 2: _____. **Owner:** _____. **Due Date:** _____.

Wrap-Up & Schedule (Minutes 80-90) 9. **Review Action Steps:** Read all actions, owners, and dates aloud. 10. **Schedule the Next Review:** Set the date and time for the next Quarterly Financial Review. **Date:** _____.

Part 3: Pro-Tip Callout

> **PRO-TIP: Separate Strategy from Accounting.** > This review is a **strategic** meeting, not a bookkeeping session. If you discover a data discrepancy or accounting error, note it and assign it to be fixed *after* the meeting. Do not derail the 90-minute agenda to hunt down a missing invoice. Stay focused on the decisions that affect the *future*.

Next Steps: Schedule your review now. Put the 90-minute event on the calendar, distribute this agenda, and complete the Pre-Review Preparation. The greatest plan is useless without a date on the calendar.