

Step 1: Financial Mastery

MONEY	Completed YES or NO	Do this qtr?
BREAK EVEN	✓ ✗	✓
1. I know my daily/weekly/monthly overhead costs		
2. I know, on average, how much I make on each sale		
3. I know how many sales, customers, or pounds I need to make per day/week/month to Break Even		
4. I regularly measure my sales, customers, and pounds statistics		
5. I have a Cash flow budget for the business		
6. I have a Break Even forecast for the business		

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Step 1: Financial Reporting

FINANCIAL REPORTING	✓	✗	✓
1. I test and measure my number of leads, conversion rate and average £ sale on a weekly basis			
2. I regularly review these figures....daily/weekly/monthly			
3. I know my Margins			
4. I regularly review these figures....daily/weekly/monthly			
5. I have a cash-flow forecast for my business			
6. I update my cash-flow forecast every month			
7. I review my cash-flow forecast weekly			
8. I can predict my future profits			
9. I update and review my Profit & Loss position....monthly			
10. I review by creditors/payables list weekly and pay all my bills on time			
11. I review my debtors/receivables list weekly and ensure all my customers are up to date at all times			
12. I use these reports so I can make decisions for the future			

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Step 1: Destination Mastery

DIRECTION	Completed YES or NO	Do this qtr?
GOALS	✓ ✗	✓
1. I have a documented and displayed Vision / Purpose for the business		
2. I have a documented and displayed Mission statement		
3. I have documented and displayed Values / Culture statement		
4. I have a business plan that I regularly refer to with 1,3 & 5 year milestones		
5. I have a life plan that I refer to regularly with 1,3,and 5 year milestones		

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Business finances in the Next 90 Days...

Record your forecasted profit and loss for the next 90 Days

Forecast Profit & Loss Budget for the NEXT 90 Days

**All numbers should exclude VAT if VAT registered (see examples & definitions in box below)*

(1) Total Sales Revenue	£	
(2) Total Cost of sales / Goods sold	£	
(3) Gross Profit £'s (1)-(2) & Percentage (3)/(1)x100	£	%
(4) Total Costs (inc fixed & variable costs)	£	
(5) Net Profit £'s (3)-(4) & Percentage (5)/(1)x100	£	%
Closing Debtors Balance	£	
Closing Creditors Balance	£	
Closing Cash Balance	£	