



## Profit First Instant Assessment

\* Used with Permission, Profit First Certified Professional

### INSTRUCTIONS – use the Instant Assessment spreadsheet

1. Identify your company's Real Revenue\* for the last 12 months.
2. Pick the column that corresponds to your real revenue in Figure 1.
3. Complete the Actual column in Figure 2 with your actual numbers for the last 12 months.
4. Using the percentages identified in Step 2, fill out the PF% in Figure 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 Bleed column. *Note: You may get negative numbers.*
7. For the Fix column put the word "Increase" if the corresponding The Bleed row is a negative number and the word "Decrease" if it is a positive number.

### \*Real Revenue

Real Revenue is the income generated by your company after subtracting the cost of materials and subcontractors used to deliver services (commonly called Cost of Goods Sold / COGS in standard accounting). This is similar to Gross Profit, but does not include your employee labor or back office team. The total income of a service business is typically its Real Revenue. The total income for a retailer, manufacturer or agency (with many subcontractors) typically need to adjust the total income to Real Revenue.

NOTE: For coaches, consultants and information marketers you may subtract the cost of anything directly related to the delivery of your services. (I.e: associates) but you do NOT subtract the costs of your regular day to day support as employees or contractors. Ask for support if you are unsure whether or not you should include something here.

**RESULT – The completed Instant Assessment tells you what you need to do with your allocation of money (either Increase or Decrease) and by how much (specified in The Bleed column) for each account.**

Figure 1

	A	B	C	D	E	F
<b>Real Revenue Range</b>	\$0 – \$250K	\$250K – \$500K	\$500K – \$1M	\$1M – \$5M	\$5M – \$10M	\$10M – \$50M
<b>Real Revenue</b>	100%	100%	100%	100%	100%	100%
<b>Profit</b>	5%	10%	15%	10%	15%	20%
<b>Owner's Pay</b>	50%	35%	20%	10%	5%	0%
<b>Tax</b>	15%	15%	15%	15%	15%	15%
<b>Operating Expenses</b>	30%	40%	50%	65%	65%	65%

Figure 2

	ACTUAL	PF%	PF\$	THE BLEED	THE FIX
<b>Top Line Revenue</b>					
<b>Material &amp; Subs</b>					
<b>Real Revenue</b>		100%			
<b>Profit</b>					
<b>Owner's Pay</b>					
<b>Tax</b>					
<b>Operating Expenses</b>					