

**An MBA In 10 Minutes On How To Run Your Business For Maximum Profits**

**Nothing Happens Without A Steady Stream of Prospects Who Are Then Converted Into Revenue With Sufficient Gross Margin To Achieve Cash Profit Goals**

**Business Development Funnel**

Web 2.0    Email    Article Marketing    Radio  
 Blog    Direct Mail    Press Releases    TV  
 Website    Events    Ebay, Amazon etc.    Print

Develop In Dollars and Percents  
 Develop for Total Company and Business Segment

	Plan	Actual	Variance	
<b>Revenue by Line of Business Ex.</b>				
Retail	xxx	xxx	xxx	The gold is in the actions on variances Variances are calculated daily, weekly, monthly and annually
Wholesale	xxx	xxx	xxx	
Information Products	xxx	xxx	xxx	
Professional Services	xxx	xxx	xxx	
Affiliate Programs	xxx	xxx	xxx	
<u>Total</u>	xxxx	xxxx	xxxx	
<b>Gross Margin</b>				
Retail	xxx	xxx	xxx	Margin is made when products and services are sold at prices higher than their direct cost.
Wholesale	xxx	xxx	xxx	
Information Products	xxx	xxx	xxx	
Professional Services	xxx	xxx	xxx	
Affiliate Programs	xxx	xxx	xxx	
<u>Total</u>	xxxx	xxxx	xxxx	
<b>Direct Expenses</b>				
Base Profit Required	xxx	xxx	xxx	Pay yourself first.
Direct expenses (labor, marketing etc)	xxx	xxx	xxx	
Discretionary expense (ex.seminars, other direct)	xxx	xxx	xxx	
<u>Total</u>	xxxx	xxxx	xxxx	
<b>Contribution Margin</b>	xxxx	xxxx	xxxx	
<b>Fixed Costs</b>	xxxx	xxxx	xxxx	Top Management Responsibility
<b>Net Profit Before Tax</b>	xxxx	xxxx	xxxx	

**Liquidity Management**

**8 Week Cash Flow**

Forecast cash receipts and disbursements based on revenue plan  
 Forecast disbursements based on expense plan  
 Adjust plan based on variances

**Financial Flash**

Monitor key investments: accounts receivable, inventory  
 Monitor total liquidity  
 Monitor labor productivity