



PROFIT

KNOW YOUR NUMBERS

The Task Timer



The Goal

To understand the true hourly rate we need to be charging to be profitable.

Money Made or Saved

By understanding the correct hourly rate the business should be operating profitably.

#RightNextThing

Calculate Hourly Rate

The Task

- Do online training on MyLifestyleTradie.
- Ensure all invoices and supplier bills are loaded into Xero for the period your are going to report on.
- Ensure all bank accounts and credit cards are reconciled for the period your are going to report on.
- Complete the Hourly Rate Calculator (instructions on mylifestyletradie).
- Confirm changes to my Hourly Rate and contributing data with my accountant.
- Depending on results of the Hourly Rate Calculator review steps in Upgrade Hourly Rate (on MyLifestyleTradie).

The Time

2 hours
1+ hours
1+ hours
2 hours
1+ hours
1+ hours

The Task Timer



The Goal

To ensure your data is being entered correctly into your financial platform.

Money Made or Saved

By ensuring your data is being entered correctly into your financial platform, the end result will be that you can extract correct and true real time financial data to assist with making business decisions with confidence.

#RightNextThing

Confirm Financial Set Up

The Task

- Do online training on MyLifestyleTradie.
- Review and update opening balance and settings.
- Review your Chart of Accounts and make notes on changes you would like.
- Review automation of bills & invoices.
- Set up bank feeds & reconciliation.
- Understand meaningful reporting.

The Time

- 1 hour
- 30 minutes
- 1 hour
- 1+ hours
- 1+ hours
- 1+ hours

The Task Timer



The Goal

To understand basic financial data to increase confidence in business decisions.

Money Made or Saved

By understanding the basic financial data money will be both made and saved by truly knowing where each cent is going, what is effective and what is not.

#RightNextThing

Understand Basic Financial Data

The Task

- Do online training on MyLifestyleTradie.
- Review your Chart of Accounts and make notes on changes you would like.
- Review your Profit & Loss Statements and make notes on changes you would like.
- Review your Balance Sheet and make notes on changes you would like.
- Review your AR & AP and make notes on any questions you have and changes you would like .
- Review your Xero Dashboard and make notes on changes you would like .
- Use the Break-Even Targets Template to calculate your Break-Even Targets.
- Arrange a time to meet with your accountant to discuss any questions or changes your would like.
- Meet with your accountant to discuss any questions or changes your would like.
- Review changes made by accountant based on outcome of meeting.

The Time

- 6 hours
- 1 hour
- 15 minutes
- 2 hours
- 2 hours

The Task Timer



The Goal

To understand what your Gross Profit Margin currently is and to increase it.

Money Made or Saved

By increasing your gross profit margin, you will be increasing the profitability of the business.

#RightNextThing

Increase Gross Profit Margin

The Task

- Do online training on MyLifestyleTradie.
- Calculate your Gross Profit Value.
- Calculate your Gross Profit Margin.
- Download The Strategies Handout to Unlock Gross Profit 3 Ways PDF.
- Review the Increase Revenue strategies and decide on one to implement.
- Implement the Increase Revenue strategy selected.
- Review the Decrease Time strategies and decide on one to implement.
- Implement the Decrease Time strategy selected.
- Review the Control Materials strategies and decide on one to implement.
- Implement the Control Materials strategy selected.
- Add the the tracking of Gross Profits to weekly, monthly and annual performance tracking.

The Time

- 3 hours
- 30 minutes
- 30 minutes
- 15 minutes
- 30 minutes
- 1+ hours
- 30 minutes
- 1+ hours
- 30 minutes
- 1+ hours
- 1 hour

-
- Repeat the last 6 steps until you have implemented all the strategies you believe are relevant to your business.
-

- Monitor the Gross Profits to weekly, monthly and annually.
-

Ongoing

The Task Timer



The Goal

To implement The 7 Dials™ To Drive Profit in your business.

Money Made or Saved

By implementing the 7 Dials to Drive Profit into your business you will understand the 7 drivers of profitability and hence understand where there is improved efficiency and greater productivity within your business and ultimately see increased profitability.

#RightNextThing

Implement The 7 Dials To Drive Profit

The Task

- Do online training on MyLifestyleTradie.
- Download the 7 Dials Calculator & Dashboard tools (both the blank version and the example version).
- Download the 7 Dials Strategies Handout PDF.
- Download the Job Logger Template.
- Update the Job Logger Template to suit your business.
- Download the Lead Tracking Template.
- Update the Lead Tracking Template to suit your business.
- Review the 3 different methods of tracking leads (Basic, Intermediate or Advanced) and decide on which is best to implement into your business.
- Implement tracking leads & train staff on tracking.
- Go live with the new process.
- Review and fine tune processes.

The Time

7 hours
15 minutes
5 minutes
15 minutes
1 hour
15 minutes
1 hour
1 hour
2 hours
Ongoing

<ul style="list-style-type: none"> • Complete the Module 'Master The Call Converter'. 	8 hours
<ul style="list-style-type: none"> • Complete the Quote Tracker. 	1 hour
<ul style="list-style-type: none"> • Update the Leads and Lead Conversion Data in the 7 Dials Calculator & Dashboard. 	30 minutes
<ul style="list-style-type: none"> • Update the Quotes and Quote Conversion in the 7 Dials Calculator & Dashboard. 	30 minutes
<ul style="list-style-type: none"> • Update the Average \$\$\$ Sale Data in the 7 Dials Calculator & Dashboard. 	30 minutes
<ul style="list-style-type: none"> • Update the Transactions Per Customer Data in the 7 Dials Calculator & Dashboard. 	30 minutes
<ul style="list-style-type: none"> • Update the Net Profit Margin Data in the 7 Dials Calculator & Dashboard. 	30 minutes
<ul style="list-style-type: none"> • Update the 7 Dials Calculator & Dashboard weekly. 	Ongoing - 1 hour a week
<ul style="list-style-type: none"> • Review the Dashboard and identify areas of strength and areas for improvement. 	Ongoing
<ul style="list-style-type: none"> • Using the 7 Dials Strategies Handout PDF identify which strategies will help with the areas for improvement. 	1 hour
<ul style="list-style-type: none"> • Implement the strategies identified. 	1+ hours

The Task Timer



The Goal

To implement tracking for all marketing activities undertaken to confirm the performance of your marketing spend.

Money Made or Saved

By linking your marketing spend with your revenue so that you can not only see how each marketing activity performs in its own right, but how it is driving your revenue toward achievement of your overall business productivity and profitability targets.

#RightNextThing

Drive Advanced Marketing Metrics

The Task

- Do online training on MyLifestyleTradie.
- Make a list of all the marketing activities you currently undertake as a business.
- Select the first marketing activity and set up the tracking for this activity to ensure you can report on the number of jobs it brings in and the revenue it brings in.
- Select the next marketing activity and set up the tracking for this activity to ensure you can report on the number of jobs it brings in and the revenue it brings in.
- Repeat the previous step until tracking has been set up on all marketing activities.

The Time

1 hour
2 hours
1 hour
1 hour
1+ hours

The Task Timer



The Goal

To understand the principles behind Profit First and implement Profit First within your business today.

Money Made or Saved

By implementing Profit First into your business you will manage cash flow better within your business so that you make sales, deduct PROFIT, and the balance is left to cover your expenses.

#RightNextThing

Install Profit First

The Task

- Do online training on MyLifestyleTradie.
- Decide if Profit First is going to work in your business and if you want to implement it.
- Download the Profit First Calculator.
- Download the Profit First Pathway Model.
- Open 8 bank accounts at BANK A.
- Rename the account names accordingly.
- Open 2 bank accounts at BANK B.
- Rename the account names accordingly.
- Save the details to the 'Profit First Calculator' on Tab 1: Set Up.
- Gather your reports so you have all your data at your fingertips.
- Go to tab 2 in your Profit First Calculator and enter the data from your reports in the fields listed.

The Time

- 4 hours
- 1 hour
- 15 minutes
- 15 minutes
- 3 hours
- 1 hour
- 2 hours
- 30 minutes
- 30 minutes
- 2 hours
- 1 hour

<ul style="list-style-type: none"> Review how your cash flow has worked in the past. 	2 hours
<ul style="list-style-type: none"> Update tab 3 of your Profit First Calculator with key dates. 	1 hour
<ul style="list-style-type: none"> Complete the list on tab 4 of your Profit First Calculator. 	1 hour
<ul style="list-style-type: none"> Set a meeting with your Bookkeeper or accounts person to discuss Profit First implementation. 	1+ hours
<ul style="list-style-type: none"> Confirm that all payments are linked with the right bank account. 	2+ hours
<ul style="list-style-type: none"> Login to your online banking account at BANK A and calculate the percentage amounts of your Income account balance using tab 5 of your Profit First Calculator. 	1 hour
<ul style="list-style-type: none"> Transfer amounts to each account in BANK A weekly. 	1 hour Ongoing
<ul style="list-style-type: none"> Transfer amounts to each account in BANK B monthly. 	30 minutes Ongoing
<ul style="list-style-type: none"> Review your first three months using Profit First. 	2 hours
<ul style="list-style-type: none"> Decide where your percentages can improve and what costs you can reduce. 	1 hour
<ul style="list-style-type: none"> Update tab 5 of your Profit First Calculator with new percentages to use to calculate your income account balance going forward. 	2 hours

The Task Timer



The Goal

To understand the net profit margin of your business and the strategies you can implement to increase the net profit margin.

Money Made or Saved

By increasing your net profit margin, means you're more efficient at converting sales into actual profit — and the more money you'll keep. Understanding this figure also gives you additional insight into your bottom line.

#RightNextThing

Increase Net Profit Margin

The Task

- Do online training on MyLifestyleTradie.
- Calculate your current Net Profit Margin.
- Review the different strategies to increasing your sales and create a shortlist of which you can implement into your business.
- Select the first strategy on your shortlist and implement into your business.
- Select the next strategy on your shortlist and implement into your business.
- Repeat the previous step until all strategies on your shortlist have been implemented.
- Review your expenses and squeeze expenses line by line while reviewing month vs month.
- Review expenses as a percentage of total income.
- Make the necessary changes, as highlighted.
- Download the Strategies to Unlock Gross Profit PDF.

The Time

3 hours
1 hour
1 hour
1+ hours
1+ hours
1+ hours
4 hours
2 hours
2+ hours
15 minutes

<ul style="list-style-type: none"> Review the Strategies to Unlock Gross Profit PDF and create a shortlist of which you can implement into your business. 	1 hour
<ul style="list-style-type: none"> Select the first strategy on your shortlist and implement into your business. 	1+ hours
<ul style="list-style-type: none"> Select the next strategy on your shortlist and implement into your business. 	1+ hours
<ul style="list-style-type: none"> Repeat the previous step until all strategies on your shortlist have been implemented. 	1+ hours
<ul style="list-style-type: none"> Add the tracking of your Gross Profits and Net Profits to you weekly, monthly and annual performance tracking or Data Dashboard. 	Ongoing

The Task Timer



The Goal

To set yearly financial targets, through a formal review of your goals and identification of your final destination, along with the what, why, and when.

Money Made or Saved

By setting yearly financial targets you will identify what type of growth you want in your business and by establishing a formalised plan for this will ensure you are set up for success.

#RightNextThing

Set Yearly Financial Targets

The Task

- Do online training on MyLifestyleTradie.
- Download The Business Health Check Up Questionnaire.
- Complete The Business Health Check Up Questionnaire and complete the score for your business.
- Review the results of The Business Health Check Up Questionnaire and identify areas of concern.
- Download the Market Segmentation Review Template.
- Complete the Market Segmentation Review Template.
- Calculate your SMART yearly financial targets.
- Set up monitoring of your yearly financial targets on a monthly, weekly, and daily basis.
- Monitor your yearly financial targets on a monthly, weekly, and daily basis.

The Time

3 hours
15 minutes
1 hour
1 hour
15 minutes
3 hours
3 hours
2 hours
Ongoing