FREE GIFT

PROFIT FREEDOM

7 KEYS FOR PROFIT IN YOUR BUSINESS SO YOU CAN HAVE FREEDOM IN YOUR LIFE

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7 KEYS FOR PROFIT IN YOUR BUSINESS SO YOU CAN HAVE FREEDOM IN YOUR LIFE

1. **MINDSET: Plant - Don't Eat - Your Seed;** MASTER YOUR MINDSET (Have a Positive / Entrepreneurial Mindset)
2. **ASSESSMENT: Check The Environment (The Lay Of The Land);** ASSESSMENT (Assess Your Company; What Gets Measured Gets Managed)
3. **INFRASTRUCTURE: Know When And What And How To Plant To Produce A Harvest;** HAVE THE RIGHT INFRASTRUCTURE (Policies, Procedures, People, Processes)
4. **NUMBERS / ACCOUNTING: Use The Right Soil;** KNOW YOUR NUMBERS (Understand How Your Business Is Operating and Doing Financially)
5. **SPENDING PLANS: Plant The Right Thing, In The Right Place, At The Right Time;** SET PLANS / ESTABLISH SPENDING PLANS (Plan For Every Dollar; Tithe, and Save)
6. **IMPLEMENTATION: Work The Land;** IMPLEMENTATION (Putting It All Into Action)
7. **REGULAR REVIEW / EVALUATION: Evaluate And Adjust (Move The Needle / Cadence of Accountability)**

With Profit Freedom, we want to help you maximize your profits so you can experience freedom in your life. We'd love to help you move toward greater financial health and wealth in your business. Proverbs 15:22: Plans fail for lack of counsel, but with many advisers they succeed.

CONTACT US TODAY!

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JOIN THE PROFIT FREEDOM TRIBE AND ENROLL IN THE PROFIT FREEDOM PROGRAM

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7 KEYS FOR PROFIT IN YOUR BUSINESS SO YOU CAN HAVE FREEDOM IN YOUR LIFE

1. PLANT – DON'T EAT – YOUR SEED; MASTER YOUR MINDSET

- If you can view your profit from your business (or your income if you are working a job) as SEEDS, you would probably handle your money differently.
- Farmers know that they don't eat all the seeds from their crops. With each harvest, some seeds are put aside so there are always more to plant for the next time. That's the foundation of how you can make more money than you make.
- It's all about your mindset and how you think about money. When you eat an apple you spit out the seeds, right? That part is not to be eaten, as it can be put aside and planted so that other trees can be grown. *(2 Corinthians 9:6 if you sow bountifully your will reap bountifully, if you sow sparingly you will reap sparingly... so give it ALL you've got!)*

ASK YOURSELF

- What do I think about money?
- How do I treat my money?
- Have I considered money something to spend, or save or both?
- If both – am I intentional about doing both – all the time, when it's convenient, or when there's something leftover?

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CONSIDER

- Treating every dollar that you make in your business as a seed....intentionally looking at it as something both to use and to save.

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2. ASSESSMENT: CHECK THE ENVIRONMENT (THE LAY OF THE LAND); ASSESSMENT (ASSESS YOUR COMPANY; WHAT GETS MEASURED GETS MANAGED)

- We should look at our businesses and consider what we are doing and how we are doing it.
- We should assess where we are, so we have a starting point to compare to.
- If we don't have benchmarks, measurements and assessment of our business we can't make informed decisions nor know where we are and where we are headed.
- Our businesses should be in line with God and the way God will have them to go. *(Lamentations 3:40 ESV Let us test and examine our ways and return to the Lord!)*

ASK YOURSELF

- Do I have information to assess my business?
- Do I have some specific areas of importance that I need to track?
- Do I have ways to capture the information - realistically – so that I can assess my business?
- Do I track KPI's (Key Performance Indicators) and information (metrics) that help me to make informed decisions regarding my business?

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CONSIDER

- Do I have a starting point so I know what my benchmark is, and where I'm starting from compared to where I'm headed?
- How will I know if I've had a good week, month or year if I don't know where I was at the start compared to the finish?
- What is most important to me in my business and am I reviewing that regularly? Am I able to review it in a way that is helpful for me to make decisions?

3. INFRASTRUCTURE: KNOW WHEN AND WHAT AND HOW TO PLANT TO PRODUCE A HARVEST; HAVE THE RIGHT INFRASTRUCTURE (POLICIES, PROCEDURES, PEOPLE, PROCESSES)

- You need the right foundation for your type of business.
- You need the right people, the right systems, the right processes, the right policies and procedures.
- You should have a mission for your business that you and anyone else who works with you knows and can clearly state what you want to do – now; i.e. what type of crop you are looking to produce and why.
- As well as the mission you should have a longer-term vision; to know and plan where you are headed and what type of business you want to be, what you want to achieve in the future.
- Underlying and undergirding the mission and the vision are your company's values. How will you plant? Does everyone who works with you know what you stand for and how you do business.
- When you have the right foundation you and your business *will be like a man building a house, who dug deep and laid the foundation on the rock. And when a flood arose, the stream broke against that house and could not shake it, because it had been well built. (Luke 6:48)*

ASK YOURSELF

- Do I know what I am trying to grow/the end result that you want?
- Do I know the type of seeds I want to plant to bring that result/harvest?
- Do I know how many seeds to plant, (what streams of revenue/types of business/types of clients) and how far apart to plant them (what's your capacity) as well as in what season to plant for the harvest I want (what's my time frame)?

CONSIDER

- What do you want to come to mind when people think about you and your business? What are the values that you want to be known for?
- Are you operating in the way you want to make sure persons have the impression of you that

you want them to leave with? Are you making sure your customers/clients are better after having worked with you?

- Are you doing those things today that will bring you the end results you are looking to achieve? Is there anything in your path that is taking you off course? Is every decision you make lining up with your mission, vision and values?
- Make sure that your business is in line as you want it to be and readjust as and when necessary. We all get off course at times and many will jump at the shiny object – just remember that and don't beat yourself up… just get back to where you need to be.

4. NUMBERS / ACCOUNTING: USE THE RIGHT SOIL; KNOW YOUR NUMBERS (UNDERSTAND HOW YOUR BUSINESS IS OPERATING AND DOING FINANCIALLY)

- In the agricultural world - you have to have the right soil, for the type of plant/output that you want. If the soil is too hard, too rocky, too moist etc. for the type of seed, it won't grow what you're trying to grow.
- Similarly in our businesses we have to know what we are working with in order to achieve the end results we are looking for. And, when we see something is not right, we need to adjust where necessary.
- You have to be able to make decisions based on what you are doing, the results and outcomes that have come from the inputs. And you need the right information to do that.
- Knowing how to price your products and services to ensure that you are covering all your costs and building in the profit margin that is needed is imperative.
- You have to know what profit makes you comfortable that you are pricing yourself appropriately; you, your time, your knowledge are valuable, and you should always ensure your pricing shows that.
- Remember – we show up best when we feel good about the work we are doing and when we know people appreciate the value we are giving them; don't sell yourself short. *(A servant is worthy of his/her hire - 1 Timothy 5:18)*

ASK YOURSELF

- Do I know why I charge the prices I charge? Is there a formula or some methodology I use to develop and generate those numbers?

- Am I comfortable with the prices I charge and the results my clients get for those prices points/for their investment?
- Are there areas where I can – and need to or should – cut costs?
- What might I need to change in what I do and how I do it so that I am profitable with every dollar I make and where I know my clients /customers are pleased with what they receive and I am pleased with the outcomes as well?

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CONSIDER

- How has your business performed over the last 6 months, year, 2 to 5 years - financially? Have you really considered why you have the results you have?
- Have you gotten the results you planned to get - were they better or worse or spot on?
  - If there are areas that you would change what would they be and why?
- In all, in addition to achieving the financial objectives – have you also achieved those things that make you feel good about yourself and good about your business? Have you felt the time you've spent has been worth it – or were there sacrifices you made along the way (family, friends, values etc.) that looking back you might not have done? Decide that you will adjust as needed so that when you look back in another 6 months or a year all your answers to yourself are where you want them to be.

5. SPENDING PLANS: PLANT THE RIGHT THING, IN THE RIGHT PLACE, AT THE RIGHT TIME; SET PLANS / ESTABLISH SPENDING PLANS (PLAN FOR EVERY DOLLAR; TITHE, AND SAVE)

- Plan your strategy for your seeds, so you know what you will do with and how you will work with the seeds.
- Similarly with your business, plan for every dollar, both for the money coming in and the money going out.
- Ensure you have a strategy for every dollar you make; and how you will apportion and spend it.

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- Your plan should include keeping some of the seed (the excess/the profit) and not eating or using it all. It's healthy to spend some on yourself maybe quarterly to reward yourself for all you do in your business, and also have a plan for the rest of the profit especially if you want to scale your business, expand with new equipment or otherwise. *Luke 14:28 For which of you, desiring to build a tower, does not first sit down and count the cost, whether he has enough to complete it?*
- Know how much you will keep/eat vs. plant, save, and/or give away.
- Ensure you tithe on the seed/harvest, i.e. always put some aside and make sure you give your first fruits back to God. *When you seek first the kingdom of God and His righteousness all things will be added to you. (Matthew 6:33)*
- There is a natural law that is at work… when we give it comes back. Some call it paying it forward. Our businesses should be of service to others. But in all we have our businesses because of the giftings we have been given, which come from God. We wouldn't have any of what we have if God didn't give it. *Bring the whole tithe into the storehouse, that there may be food in my house. (Malachi 3:10a)*
- It is a process and you need a plan to ensure all expenses are paid and to ensure expenses are kept to the minimum; so that you spend – use your seed – wisely. *(Proverbs 21:5 The plans of the diligent lead surely to abundance, but everyone who is hasty comes only to poverty.)*

ASK YOURSELF

- If I received $1,000 today from a client – do I know how I would spend it?
- Do I have a plan for every dollar I make, and is it consistent?
- Have I looked at my spending and am I making the most of every dollar that I spend?
- Am I paying myself?
- Do I have a plan for my profit?
- Do I have a strategy for saving and how much I will save?
- Do I have a plan and strategy for my money/seed (Profit)?
- Have I set things up for my family - so they are taken care of and so my business takes care of them in the long run?
- Do I give back to God the 10th (tithe) that is required? To/through my church?
- If I'm not giving 10% how can I work to make sure I am reaching at least the 10% mark?
- Have I considered that I wouldn't have the 90% if God didn't give the 100%?

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CONSIDER

- Set up a plan to apportion the funds that come in - to your business.
- Look at how your business has performed over the last 6 months to a year and where you have spent your money – your seeds; what percentage has gone to operations, capital, taxes, profit, paying yourself?
- Look at those percentages in comparison to best practices.
- In addition to the tithe (your treasure) are you also giving your time, and your talents?
- If you are in business you have giftings, are you sharing them with your clients, and customers?
- Is your business really in service to others? If you are meeting a need – persons will come knocking on your door as you have the answer they are looking for.
- Because in all – when you give it will come back to you – pressed down, shaken together and running over will men (clients, customers, patients etc.) give to your bosom! (paraphrase of Luke 6:38)

6. IMPLEMENTATION: WORK THE LAND; IMPLEMENTATION (PUTTING IT ALL INTO ACTION)

- We have learned a lot and amassed knowledge, and we have to put that knowledge into action.
- Quite often we consider our plans, and think about them, and revise them, even talk about them – but we don't DO them.
- We have to decide we will plan and follow through on and implement our plans/God's plans for us.
- Some persons are procrastinators and will continue to think about things such that nothing gets done. If that's you – set a date and work toward that date. Have someone hold you accountable to it if you need to. *(James 1: 22 But be doers of the word, and not hearers only, deceiving yourselves.)*
- Don't leave implementation until the last minute, ensure you give time for the inevitable hiccups that may come.

- Sometimes we have to 'build the plane while we are flying'. Sometimes things won't be perfect, but we have to start and begin otherwise we may get stuck and not 'do'.
- We should have a plan of action and work based on proper considerations, but we shouldn't take so long working out strategy that we don't get things done. *(James 4:1 So whoever knows the right thing to do and fails to do it, for him it is sin.)*

ASK YOURSELF

- Do I procrastinate? Do I leave deadlines, projects, tasks to the last minute?
- Do I have some projects hanging on and remaining undone?
- Do I need an accountability partner? Do I need someone to help me with follow through and implementation?
- Do I need to develop a step by step plan to help me with implementation, so that it's not overwhelming?

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CONSIDER

- Setting up or joining an accountability group or mastermind, or getting a coach to help with implementation.
- Reviewing all that has been learned and how it can be used in my business.
- The projects that are outstanding, and assigning an implementation date to them, and rewarding yourself for meeting the date.
- Making sure that we are implementing what God has set out for us.

7. REGULAR REVIEW / EVALUATION: EVALUATE AND ADJUST (MOVE THE NEEDLE / CADENCE OF ACCOUNTABILITY)

- Our businesses should be on a track to achieve certain milestones and we should have mechanisms in place to evaluate where we are in relation to those milestones.
- We should regularly run and review the KPI's and assess our business as we did in #2 and analyze and understand the results and be prepared to adjust as needed.

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- We should ensure we are continually checking in with our goals, mission, vision – and what God has said and established for our businesses.
- Our team members (staff, employees, volunteers) should be given regular feedback regarding how they have done and are doing. They should be encouraged and acknowledged when they are doing well as they may be a large part and contributor to our success.
- Each area that is important to help the business move forward in the direction we are looking to move toward should be tracked and reviewed.
- When we take a look at ourselves and our businesses, we should be ready to make changes and adjustments as need be; being willing to let go of what isn't working and increase in those areas that are working well. *(1 Thessalonians 5:21 ESV - But test everything; hold fast what is good.)*

ASK YOURSELF

- Do I look at my business realistically?
- Do I compare where I am now to where I was (historical information) and where I want to go (goals, vision, budget, projections?)
- Do I have a plan where I review results of my operations regularly?
- Do I have an accountability partner that will help me stay on track or assist me/my business in moving the needle forward?
- Do I look at the KPI's and assessment from step #2 and review, reevaluate and adjust accordingly?

CONSIDER

- Establishing a regular reporting system for people, as well as numbers and review it regularly; possibly quarterly and annually.
- Setting benchmarks and rewarding yourself and your team when you meet the benchmarks – even if it's an internal mode of recognition like a coffee/tea break, or annually a bonus, a dinner celebration etc.

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- Establishing a cadence of accountability that allows the business owner (you) to be rewarded when things go well, and the business meets targets.
- Being willing to let go of some things or areas of business if it really isn't serving you well.
- Being open to God and what He says you should continue to do or not to do.

With Profit Freedom, we want to help you MAXIMIZE YOUR PROFITS so you can experience FREEDOM in your life. Contact us for more information. We'd love to help you move toward greater financial health and wealth in your business.

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