

Bonus: Money Frames—Your Financial Map

All right, this one freaks people out, but it’s a really, really powerful exercise when you want to command a greater and more consistent flow of income.

If income is critical, either growing into more income, or maintaining income while making other changes, this will help you make key decisions.

Across the top of the spreadsheet, list the months of the year, January through December.

Down the side, list first your different income streams, a total of all income, and then list all your expenses, and a total for your expenses.

You can also set up a line to calculate your profit: income minus expenses, both by month and for the year overall.

You will fill in projections for the year, then each month, replace that month’s projection with your actual numbers.

1. Decide what gross income you’d like to make in 2016.
2. List what you’d like to offer in exchange for that income (income streams).
3. Decide when you’ll make these offers.
4. Plug in these numbers for the year.
5. For expenses, start with this year’s expenses, plus any new expenses you can anticipate to execute your plans for the year.

What does this do? This gives you a picture of your income, your profit, and your cash flow for the year. It gives you a picture of what is possible that you can reach for, and it’s a great tool to help you see what you can change as you go through the year to end up where you want.

So, for example, in April, I might see that some of my projections didn’t work out. Using the spreadsheet, I can start to play with some possibilities of what to offer, and what to charge in order to hit my targets in the time I have left.

Work with this sheet monthly, or something like it, is part of being a grown up in your business and a key to mastering the money flow in your business.

Bonus: Financial Map Template

| Your Business Name | | | | | | | | | | | | | |
|------------------------------------|------------------|-----------------|-----------------|-----------------|------------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|-------------------|
| 2013 Projections | | | | | | | | | | | | | |
| | 9,385.76 | 1,423.30 | 915.22 | 915.22 | 6,135.76 | 915.22 | 2,409.30 | 915.22 | 4,795.22 | 5,635.76 | 35,017.76 | 10,017.02 | 96,531.76 |
| | 9,385.76 | 10,809.06 | 11,724.28 | 12,639.50 | 16,775.26 | 19,690.48 | 22,098.78 | 23,014.00 | 27,809.22 | 33,444.98 | 68,462.74 | 78,479.76 | |
| | Jan-13 | Feb-13 | Mar-13 | Apr-13 | May-13 | Jun-13 | Jul-13 | Aug-13 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | TOTAL |
| Income | | | | | | | | | | | | | |
| Product Income | | | | | | | | | | | | | |
| Product 1 | 282.00 | 282.00 | 282.00 | 282.00 | 282.00 | 282.00 | 282.00 | 282.00 | 282.00 | 282.00 | 282.00 | 282.00 | 3,384.00 |
| Product 2 | - | 2,364.00 | - | - | - | - | 2,364.00 | - | - | - | - | - | 4,728.00 |
| Product 3 | - | - | - | - | - | - | - | - | - | - | - | 9,940.00 | 9,940.00 |
| Total Product Income | 282.00 | 2,646.00 | 282.00 | 282.00 | 282.00 | 282.00 | 2,646.00 | 282.00 | 282.00 | 282.00 | 282.00 | 10,222.00 | 18,052.00 |
| Group Training | | | | | | | | | | | | | |
| Program 1 | 1,044.00 | 1,044.00 | 1,044.00 | 1,044.00 | 1,044.00 | 1,044.00 | 1,044.00 | 1,044.00 | 1,044.00 | 1,044.00 | 1,044.00 | 1,044.00 | 12,528.00 |
| Program 2 | 5,382.00 | - | - | - | 5,382.00 | - | - | - | - | 5,382.00 | - | - | 16,146.00 |
| Program 3 | - | - | - | - | - | - | - | - | - | - | 35,982.00 | - | 35,982.00 |
| Total Group Training | 6,426.00 | 1,044.00 | 1,044.00 | 1,044.00 | 6,426.00 | 1,044.00 | 1,044.00 | 1,044.00 | 1,044.00 | 6,426.00 | 37,026.00 | 1,044.00 | 64,656.00 |
| Private Programs | | | | | | | | | | | | | |
| Program 1 | 8,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 8,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 56,000.00 |
| Total Private Work | 8,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 8,000.00 | 4,000.00 | 4,000.00 | 4,000.00 | 56,000.00 |
| Total Services | 14,708.00 | 7,690.00 | 5,326.00 | 5,326.00 | 10,708.00 | 5,326.00 | 7,690.00 | 5,326.00 | 9,326.00 | 10,708.00 | 41,308.00 | 15,266.00 | 138,708.00 |
| Total Income | 14,708.00 | 7,690.00 | 5,326.00 | 5,326.00 | 10,708.00 | 5,326.00 | 7,690.00 | 5,326.00 | 9,326.00 | 10,708.00 | 41,308.00 | 15,266.00 | 156,760.00 |
| cumulative income | | 22,398.00 | 27,724.00 | 33,050.00 | 43,758.00 | 49,084.00 | 56,774.00 | 62,100.00 | 71,426.00 | 82,134.00 | 123,442.00 | 136,708.00 | |
| average per month | | 11,199.00 | 9,241.33 | 8,262.50 | 8,751.60 | 8,180.67 | 8,110.57 | 7,762.50 | 7,536.22 | 8,213.40 | 11,222.00 | 11,559.00 | 10,333.33 |
| Owners' Draw | 3,000.00 | 3,000.00 | 3,000.00 | 3,000.00 | 3,000.00 | 3,000.00 | 3,000.00 | 3,000.00 | 3,000.00 | 3,000.00 | 3,000.00 | 3,000.00 | 36,000.00 |
| Expense | | | | | | | | | | | | | |
| Advertising | | | | | | | | | | | | | |
| Gifts | - | 500.00 | - | - | - | - | - | - | - | 500.00 | - | - | 1,000.00 |
| License & Fees | | | | | | | | | | | | | |
| Meals & Entertainment | - | - | - | - | - | - | - | - | - | - | - | - | 540.00 |
| Merchant Account | | | | | | | | | | | | | |
| Merchant Account | 441.24 | 230.70 | 159.78 | 159.78 | 321.24 | 159.78 | 230.70 | 159.78 | 279.78 | 321.24 | 1,239.24 | 457.98 | 4,161.24 |
| Office Supplies | | | | | | | | | | | | | |
| Office Supplies | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 25.00 | 300.00 |
| Postage and Delivery | | | | | | | | | | | | | |
| Postage and Delivery | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Printing & Reproduction | | | | | | | | | | | | | |
| Printing & Reproduction | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Professional Association | | | | | | | | | | | | | |
| Professional Association | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Professional Development | | | | | | | | | | | | | |
| Professional Development | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Professional Services | | | | | | | | | | | | | |
| Bookkeeping | 140.00 | 140.00 | 140.00 | 140.00 | 140.00 | 140.00 | 140.00 | 140.00 | 140.00 | 140.00 | 140.00 | 140.00 | 1,680.00 |
| Graphic Design | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Legal | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Virtual Assistant | 600.00 | 600.00 | 600.00 | 600.00 | 600.00 | 600.00 | 600.00 | 600.00 | 600.00 | 600.00 | 600.00 | 600.00 | 600.00 |
| Total Professional Services | 740.00 | 740.00 | 740.00 | 740.00 | 740.00 | 740.00 | 740.00 | 740.00 | 740.00 | 740.00 | 740.00 | 740.00 | 8,880.00 |
| Publications | | | | | | | | | | | | | |
| Publications | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Repairs | | | | | | | | | | | | | |
| Telephone | 104.00 | 104.00 | 104.00 | 104.00 | 104.00 | 104.00 | 104.00 | 104.00 | 104.00 | 104.00 | 104.00 | 104.00 | 1,248.00 |
| Training & Education | 727.00 | 582.00 | 97.00 | 97.00 | 97.00 | 97.00 | 97.00 | 97.00 | 97.00 | 97.00 | 97.00 | 97.00 | 2,279.00 |
| Travel | - | 800.00 | - | - | - | - | - | 800.00 | - | - | 800.00 | - | 2,400.00 |
| Utilities | 45.00 | 45.00 | 45.00 | 45.00 | 45.00 | 45.00 | 45.00 | 45.00 | 45.00 | 45.00 | 45.00 | 45.00 | 540.00 |
| Web Site | 240.00 | 240.00 | 240.00 | 240.00 | 240.00 | 240.00 | 240.00 | 240.00 | 240.00 | 240.00 | 240.00 | 240.00 | 2,400.00 |
| Total Expense | 2,322.24 | 3,266.70 | 1,410.78 | 1,410.78 | 1,572.24 | 1,410.78 | 2,281.70 | 1,410.78 | 1,530.78 | 2,072.24 | 3,290.24 | 2,248.98 | 24,228.24 |