



Workshop

Q2 2023

Workbook by Dawn K. Kennedy Esq.



Q2 Reflections

When you think back over the last 90 days, what thoughts immediately come to your mind?

What are your top 3 wins from the last 90 days?

What surprised you over the last 90 days?

Q2 Reflections

What do you want to repeat or have more of?

What are your top 3 challenges from the last 90 days

What do you want to avoid or stop or have less of?

Set Your Intentions

Set your intentions for the next three hours.

What is your overall financial goal for Q2 (April-June)?

Have you hit this financial milestone in the past? If yes, why do you keep the same goal? If no, why not?

90 Day Snap Shot

19 March	20	21	22	23	24	25
26	27	28	29	30	31	1 April
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1 May	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1 June	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1 July (Q3)

Break Through Number

Why do I need my "B" Number?

Before anything else, you must prioritize your business income to pay the expenses that keep your business running. These expenses can be categorized into the "four walls." Each of the walls secures one area critical to your business to keep the doors open. These walls are prioritized and paid before anything else. Added together, these walls create the "B" number.

The Four Walls Consist of: 1. Rent or internet, and utilities, your access to your buyers 2. Critical Operating Expenses that are required to keep doors open 3. Inventory or products to sell or provide services with 4. Payroll and payroll expenses

If there are other bills and expenses, such as debt, loans, non-essential subscriptions and things that are part of your financial picture, but do not directly impact your ability to make money in business, they are further down the list of expenses.

Here's why: if you had slower than expected sales for a few months, and you have to choose between the minimum credit card payment and the internet, and you absolutely need the internet to make sales, you will have to prioritize the internet. **Or you will shut off the direct lifeline between the ability to make money, and not making a dime.**

The First Wall

Worksheet for the First Wall: Rent and Utilities or Similar

List your expenses and amounts here: Expenses

Rent or Internet:	<input type="text"/>						
Electric:	<input type="text"/>	Gas:	<input type="text"/>	Water:	<input type="text"/>	Total:	<input type="text"/>
Business Phone:	<input type="text"/>						
Add together to total your First Wall:	<input type="text"/>						

The Second Wall

These are the expenses for the services or goods you absolutely need to continue doing business, *no matter what!*

Expense	<input type="text"/>	Amount	<input type="text"/>
Expense	<input type="text"/>	Amount	<input type="text"/>
Expense	<input type="text"/>	Amount	<input type="text"/>
Expense	<input type="text"/>	Amount	<input type="text"/>
Expense	<input type="text"/>	Amount	<input type="text"/>

Add together to total your Second Wall

The Third Wall

Average Spent Per Month

Most Used Item and Cost Per Month

Longest Lead Item and Cost

Notes:

Wall 3 Total:

The Fourth Wall

Gross Monthly Payroll:

Monthly Payroll Taxes:

Unemployment/Other Taxes:

Wall 4 Total:

Calculate Your "B" Number

Transfer the totals from each of the four wall worksheets and add them together!

Wall 1

Wall 2

Wall 3

Wall 4

Total;

Profitability and Pricing for Profit

Everything you sell must make a profit. I rarely advise small businesses to use loss leaders to find customers. Therefore, everything you sell must be profitable. Not all items must have equal profit margins, but everything must have a profit margin.

Step 1: Know Your Cost of Business Operations

What you include in the calculation is truly up to you, but I do not put any future services or projects for the next quarter in mine. I calculate this number about once a quarter to make sure that I am in profit.

1	My Breakthrough Number:	<input type="text"/>
2	Monthly Debt Payments:	<input type="text"/>
3	Marketing and Projects:	<input type="text"/>
	Total Monthly Costs:	<input type="text"/>
4	Divide by 4, my WEEKLY COST is:	<input type="text"/>
5	Divide by the number of days you are open a month.	<input type="text"/>
	My DAILY Cost of Running is:	<input type="text"/>
6	Divide your daily number by the number of hours you are open.	<input type="text"/>
	My HOURLY Cost of Being Open is:	<input type="text"/>

Example:

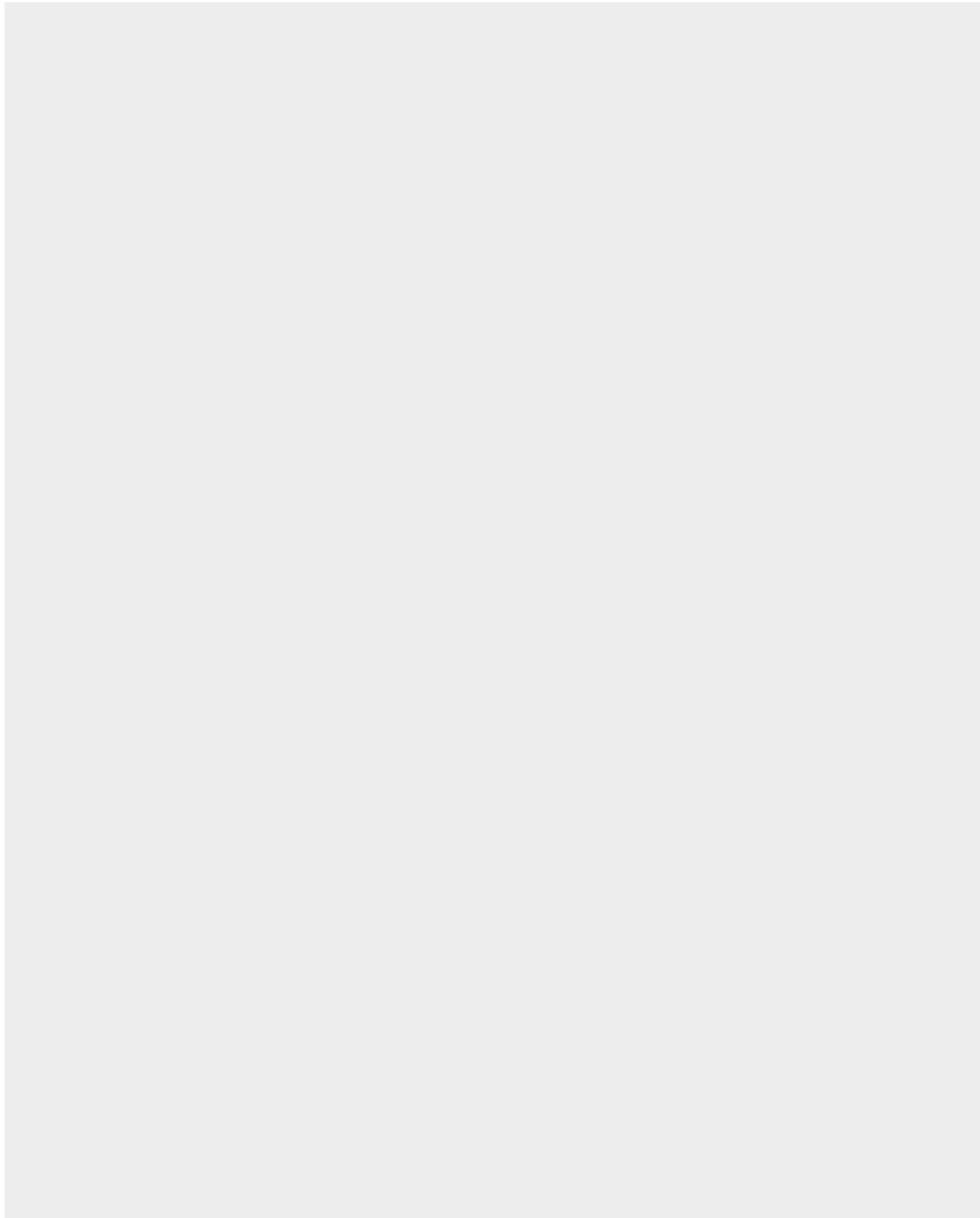
My true costs are \$3500.00/ month.

For weekly costs: Divide by 4- \$875/ week

Daily costs to stay in business, divide by 20 (I am open 5 days a week): \$175/day

Divide the daily number by the hours I am open (8): \$22.00/ hour.

Notes:



Step 2: Cost Out Each Product and Service

You can use this sheet for each product or service you offer.

1. Product or Service:

2. Raw Materials costs:

Total:

3. Incidentals: (price tags, labels, wrapping and cost of each)

Total:

My Cost to produce my customer per item or service:

4. Time to be recovered: Cost per hour:

Total:

Notes:

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Total:

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Total:

My Cost to produce my customer per item or service:

4. Time to be recovered:

Cost per hour:

Total:

Notes:

Step 3: Assess Your Profit Margins

Item/ Service:

Cost to be in business (overhead):

Cost of item or service:

Total Costs:

My Price:

Is this profitable?

Actions:

Item/ Service:

Cost to be in business (overhead):

Cost of item or service:

Total Costs:

My Price:

Is this profitable?

Actions:

Item/ Service:

Cost to be in business (overhead):

Cost of item or service:

Total Costs:

My Price:

Is this profitable?

Actions:

Priorities

Setting Your Priorities

What are the Goals you want to accomplish (personal and business) this quarter?

What are the Priorities and What do they cost? If you could only reach 3 goals in the next 3 months

Priority 1:

Priority 2:

Priority 3:

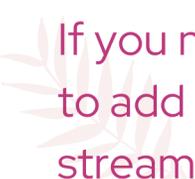
Capacity



Be honest, How much time each week do you spend on delivering products and services to your clients?



How much room do you have in your business to increase offers, products, services, new clients, audience, ect?



If you need to increase capacity, what resources would you have to add in your business? (Hire people, add services, technology, streamline business systems, ect.)

Planning the Next Steps

A. Which of the new actions would take the least number of new resources to implement?

B. Which of the new actions would return the fastest back to my company? (Best and fastest roi)

C. Which of the above actions could have the most impact in the next 30 to 60 days?

The Next Action I want to Take in my Business is to

To Make This Next Action Happen

I need to focus on my _____ message.

I need to partner with: _____

I need to apply for: _____

I need to speak to: _____

I need to revisit: _____

Project Planning

A. Cost, Schedule, Performance

Pick one project to implement: new website, update procedures, new product development, etc.

List all the steps:

Project Planning

Put the steps in order that they need to be accomplished: with budget if any

Project Planning

Add dates that you need to finish each step to move the project to finish:

Put these dates on the calendar



April 2023

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



May 2023

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



June 2023

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

M Y N O T E S

A series of horizontal dashed lines for writing notes.

M Y N O T E S

A series of horizontal dashed lines for writing notes.



WEEKLY MOMENTUM PLANNER

Focus _____

THIS MONTH'S PROJECTS

What will you accomplish?

Project
1 _____
2 _____
3 _____
4 _____
5 _____

THIS WEEK'S PROJECTS

What projects will you focus on?

Project
1 _____
2 _____
3 _____
4 _____
5 _____

SCHEDULED EVENTS

What's happening this week?

Day	Event

DEADLINES

What needs to be finished?

Day	Project Chunk

WEEKLY DASHBOARD

List the project chunks you will focus on each day.

MONDAY	Priority	Planned Time	Actual Time
<input type="checkbox"/> _____			
TUESDAY	Priority	Planned Time	Actual Time
<input type="checkbox"/> _____			
WEDNESDAY	Priority	Planned Time	Actual Time
<input type="checkbox"/> _____			
THURSDAY	Priority	Planned Time	Actual Time
<input type="checkbox"/> _____			
FRIDAY	Priority	Planned Time	Actual Time
<input type="checkbox"/> _____			
SATURDAY & SUNDAY	Priority	Planned Time	Actual Time
<input type="checkbox"/> _____			



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WEEKLY DASHBOARD

List the project chunks you will focus on each day.

MONDAY	Priority	Planned Time	Actual Time
<input type="checkbox"/> _____			

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<input type="checkbox"/> _____			

FRIDAY	Priority	Planned Time	Actual Time
<input type="checkbox"/> _____			

SATURDAY & SUNDAY	Priority	Planned Time	Actual Time
<input type="checkbox"/> _____			
<input type="checkbox"/> _____			