

Thriving Money Map



One of the key reasons you started a business was so you can have a successful business that supports your life. But do you really know how much money it takes to do just that? I promise it's more than you think. One of the things I teach small business owners is how to calculate their breakeven point. This is the point where all of their revenues are the same as all of their expenses. No profit and no loss. Well this exercise is a break even analysis on steroids because it will tell you how much money you need every month for your life and your business.

- 1
 - What are your monthly expenses for your business?
 - What are your monthly expenses for your personal life?
- 2
 - What new expenses would you like to do over the next year that you currently don't do? Be specific.
- 3
 - Don't forget taxes, insurance and health costs.
- 4
 - Divide everything by 12 and this is your monthly financial goal.

1

Do you know how much money you need to make each month to live the life you want?

Let's figure it out so that you can truly know how much money you need to support your life and your business.

On the worksheet below follow these steps:

- List all of your known expenses that you pay monthly, quarterly and annually.
- Add any expenses that you expect to add or want to add each month.
- Multiply each number by 12.
- Add the columns down.
- The total under the annual column is the amount you need per month to reach your financial goal.



2

Do you know how many clients you would like to work with on a monthly basis? If you

could wave a magic wand and your dream business becomes real, what does it look like? Are you helping 5 clients per week? 10 clients per week? And don't forget to factor in how you plan on working with them. Are you working with 10 different clients per month or are you working with 5 different clients, two times a month? This is important in determining how much time you want to spend per month working with your clients.

3

Now let's figure out how much you will be charging these clients per month. The rate

you come up with will be the rate you need to charge each client to generate the income you desire.

$$\text{Monthly Financial Goal} / \text{Ideal Number of Clients} = \text{Rate per client}$$

Expense	Monthly Amount	Annual Amount
Totals		

This is your monthly financial goal

