



SMASHING NUMBERS

www.smashingnumbers.com

+1.973.224.3333

kim@smashingnumbers.com

STRUGGLING TO SCALE YOUR BUSINESS?

Most businesses grind away trying to serve everyone. This leads to exhaustion, stagnation, and mediocre results. What if the secret to explosive growth was focusing on **less**?



LEARN TO GROW LIKE A COLOSSAL PUMPKIN

The Pumpkin Plan is a revolutionary approach to scaling your business by identifying your most profitable clients and building your company around them. Instead of spreading yourself thin, you'll:



PLANT THE RIGHT SEED.

Align what you love to do with the people who love you doing it for them



WATER, WATER, WATER

Relentlessly target a specific community with your specialized offer.



KILL THE WEEDS

Separate out your winning customers and offerings. Eliminate everything else.



FEED THE GIANT PUMPKIN

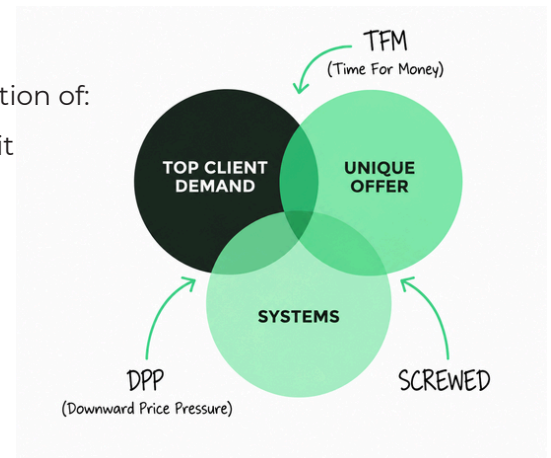
Be the leading innovator in your market and over deliver on every single promise.

FIND YOUR SWEET SPOT

At the heart of **The Pumpkin Plan** is the **SWEETSPOT**, the intersection of:

- ✓ **Your Top Clients' Demand** – Those who bring in the most profit and are enjoyable to work with.
- ✓ **Your Unique Offering** – What you do better than anyone else.
- ✓ **Your Systematized Process** – How you deliver consistently at scale.

When you operate in your Sweet Spot, your business thrives effortlessly.



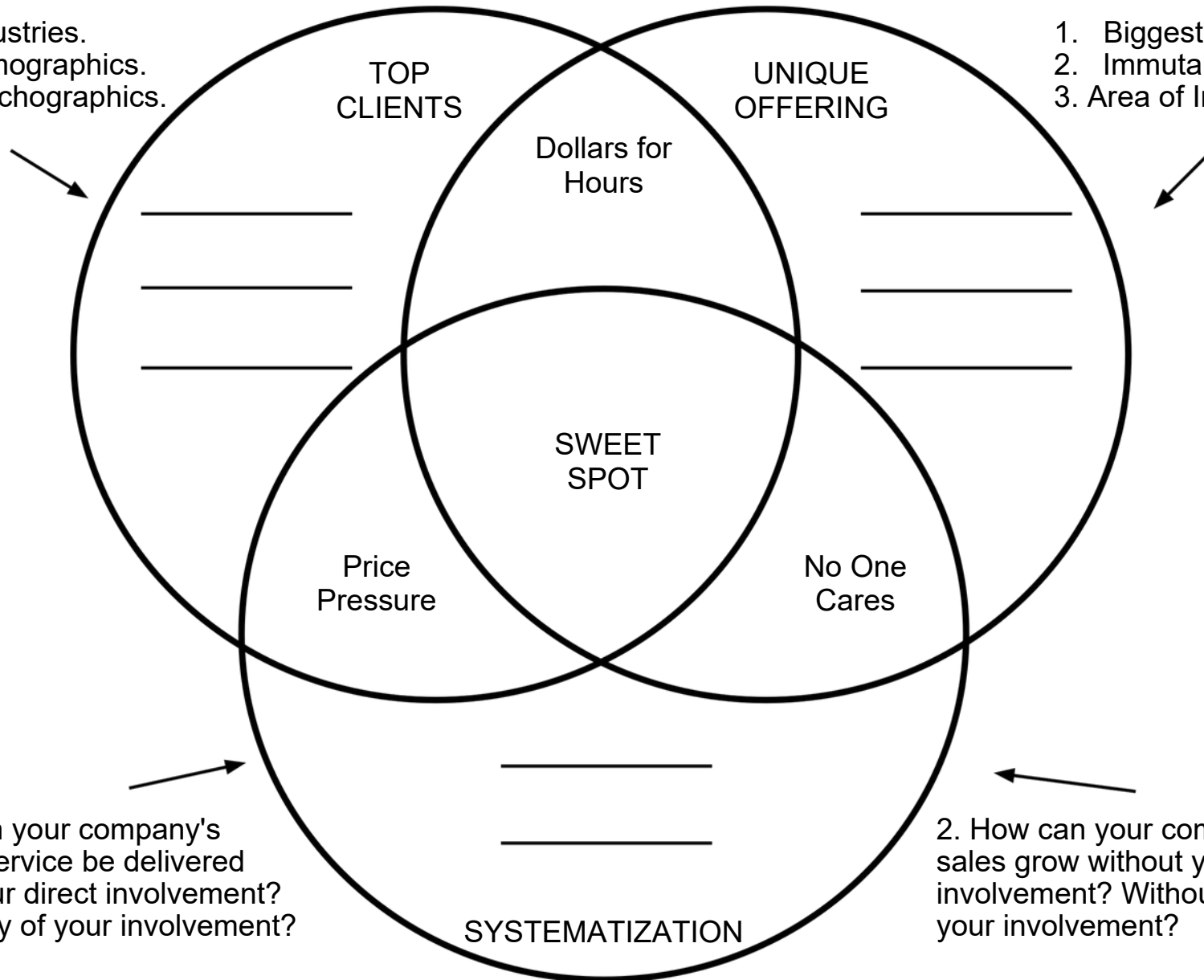


The "Sweet Spot" To Colossal Business Growth



- 1. Their industries.
- 2. Their demographics.
- 3. Their psychographics.

- 1. Biggest strength.
- 2. Immutable Laws.
- 3. Area of Innovation.



- 1. How can your company's product / service be delivered without your direct involvement? Without any of your involvement?

- 2. How can your company's sales grow without your direct involvement? Without any of your involvement?



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IS YOUR BUSINESS A CASH-EATING MONSTER?

Are you tired of running a business that feels like it's draining you dry? I've been there. It sucks. That's why **Profit First** was created. The traditional accounting formula treats profit as an afterthought, leaving you with nothing. It's time to flip the script and take control. When something is the last priority, it is human nature to never achieve it.

FLIP THE FORMULA & CHANGE EVERYTHING

Profit First introduces a behavioral shift. By taking your profit first, you ensure your business is always profitable. This approach forces smarter decisions and eliminates waste, turning your business into a money-making machine that serves you, not the other way around. It leverages our habits; what we focus on first gets accomplished.



$$\begin{array}{r} \text{SALES} \\ - \text{Profit} \\ \hline \text{EXPENSES} \end{array}$$



DON'T BE A STATISTIC – BE LIKE MIKE!

Let's face it, starting a business is freakin' hard. And most entrepreneurs live paycheck to paycheck, surviving crisis to crisis. You may be overworked, underpaid, and constantly chasing the next sale to cover rising expenses. **Profit First** tackles this head-on by creating a behavioral framework that ensures financial health, starting now. Master cash flow and you master your business.

SET YOURSELF UP TO BE PROFITABLE

Get started on the road to permanent profitability with these five core accounts:

- 1. INCOME:** Where all revenue flows first
- 2. PROFIT:** Your reward for owning the business
- 3. OWNER'S COMPENSATION:** Your paycheck
- 4. TAXES:** Set aside funds to stay ahead of what you owe
- 5. OPERATING EXPENSES (OpEx):** What's left to run your business



Remember: Profit isn't the leftovers, it's your reward for building something amazing.



INSTANT ASSESSMENT

INSTRUCTIONS

- STEP 1** Identify your company's Real Revenue* for the last 12 months.

- 2** Pick the column that corresponds to your real revenue in Figure 1.

- 3** Complete the Actual column in Figure 2 with your actual numbers for the last 12 months.

- 4** Using the percentages identified in Step 2, fill out the PF% in Figure 2.

- 5** Multiply the Real Revenue number in the Actual column with each PF% and enter the resultant number in the corresponding PF\$ row.

- 6** For each row, subtract the PF\$ number from the Actual number and put the result in the corresponding row in The Bleed column. *Note: You may get negative numbers.*

- 7** For the Fix column put the word "Increase" if the corresponding The Bleed row is a negative number and the word "Decrease" if it is a positive number.

RESULT – The completed Instant Assessment tells you what you need to do with your allocation of money (either Increase or Decrease) and by how much (specified in The Bleed column) for each account.

***Real Revenue** – Real Revenue is the income generated by your company after subtracting the cost of materials and subcontractors. This is similar to Gross Profit, but does not include your employee labor. The total income of a service business is typically its Real Revenue. The total income for a retailer, manufacturer or agency (with many subcontractors) typically need to adjust the total income to Real Revenue.



INSTANT ASSESSMENT

FIGURE 1

	A	B	C	D	E	F
Real Revenue Range	\$0-\$250K	\$250-\$500K	\$500-\$1M	\$1M-\$5M	\$5M-\$10M	\$10M-\$50M
Real Revenue	100%	100%	100%	100%	100%	100%
Profit	5%	10%	15%	10%	15%	20%
Owner's Pay	50%	35%	20%	10%	5%	0%
Tax	15%	15%	15%	15%	15%	15%
Operating Expenses	30%	40%	50%	65%	65%	65%

FIGURE 2

	ACTUAL	PF%	PF\$	THE BLEED	THE FIX
Top Line Revenue					
Material & Subs					
Real Revenue		100%			
Profit					
Owner's Pay					
Tax					
Operating Expenses					