

**"ALL OUR DREAMS CAN
COME TRUE IF WE HAVE
THE COURAGE TO
PURSUE THEM"**



Walt Disney



***DO YOU HAVE THE
COURAGE?***

ARE YOU READY FOR A MAKEOVER?



ELLEN
ROHR
THE
BUSINESS
MAKEOVER
EXPERT

Yoko H.

AS SEEN IN:

The New York Times

20/20 NEWS



CBS

Inc.



NEWS-LEADER

Business Journal

WFLA 8

FOX

THE HUFFINGTON POST

Ready, Set ... SUCCESS





**How to make the most
of this event...**

DREAMS

**100 jobs and the last 20 years...
Consultant, Benjamin Franklin Franchising
Trade Mags Columnist, Speaker,
And NEW! Zoom Franchise company**



Kooky Family Business Owner

Why are you here?



- HMOY...
- Been in business a long time?
- Feel stuck?
- Want to build a profitable, functional business?
- Want to get out someday?
- **Want a life?**

Told me where my head was...



The Balance Sheet

ASSETS = LIABILITIES + EQUITIES



The Profit & Loss

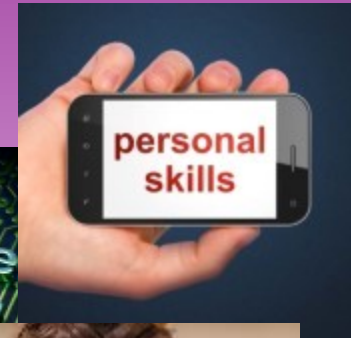
Aka The Income Statement

\$ Sales	100%
- \$ Costs	75%
<hr/>	
\$ Profit	25%

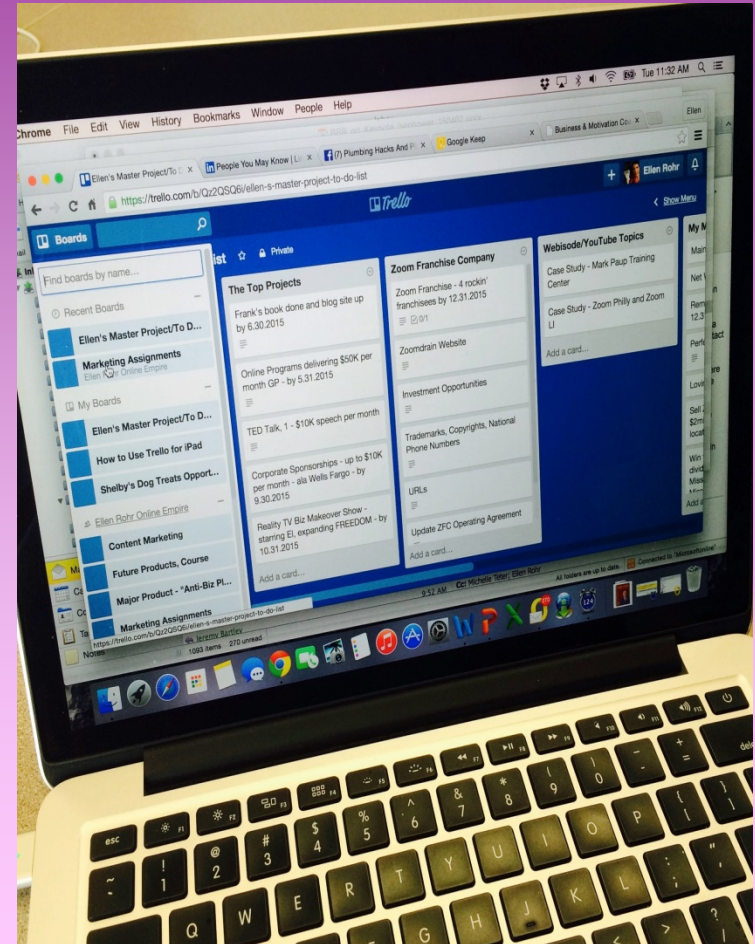
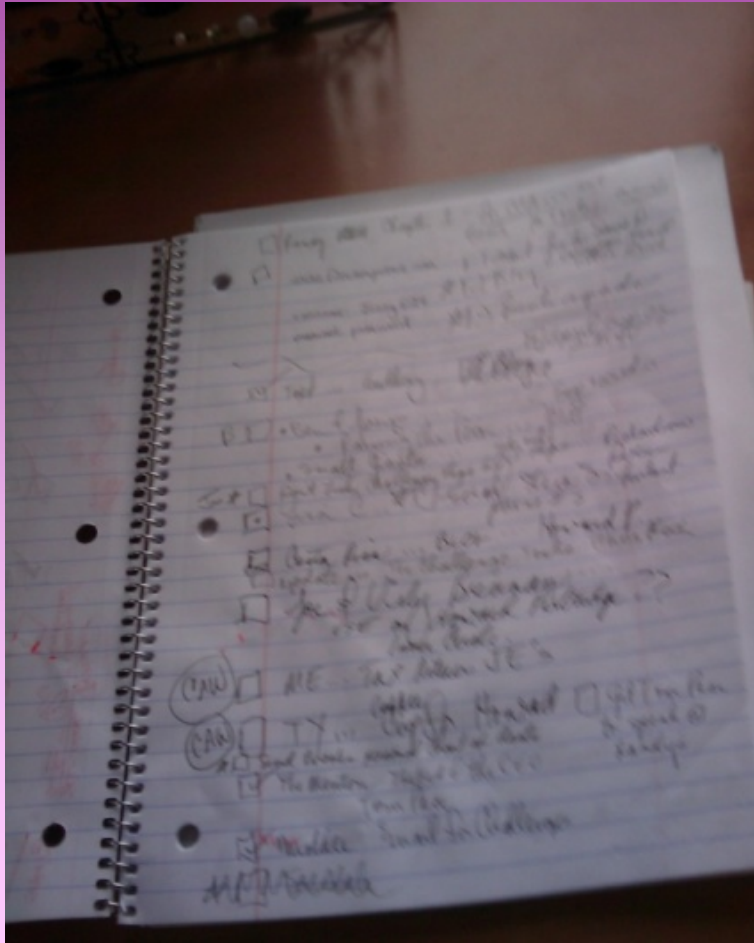
**Are you operating
from a K.F.P.?**



Webinar/Seminar Land



The Master To Do/Project List



The Power of Intention



Preview speakers, agenda...

- Jerry Isenhour / Master Business Builder
- Sheryl Isenhour / CVC, Ziglar Certified
- Taylor Hill & Carter Harkins / Marketing Experts
- Alan Rush, Marc Anthony & April Derossett / Data Analysis Experts
- Patty Lawrence / CFO, Financial Expert
- Ken Warren / Ziglar Certified

Your Perfect Life



The Mission



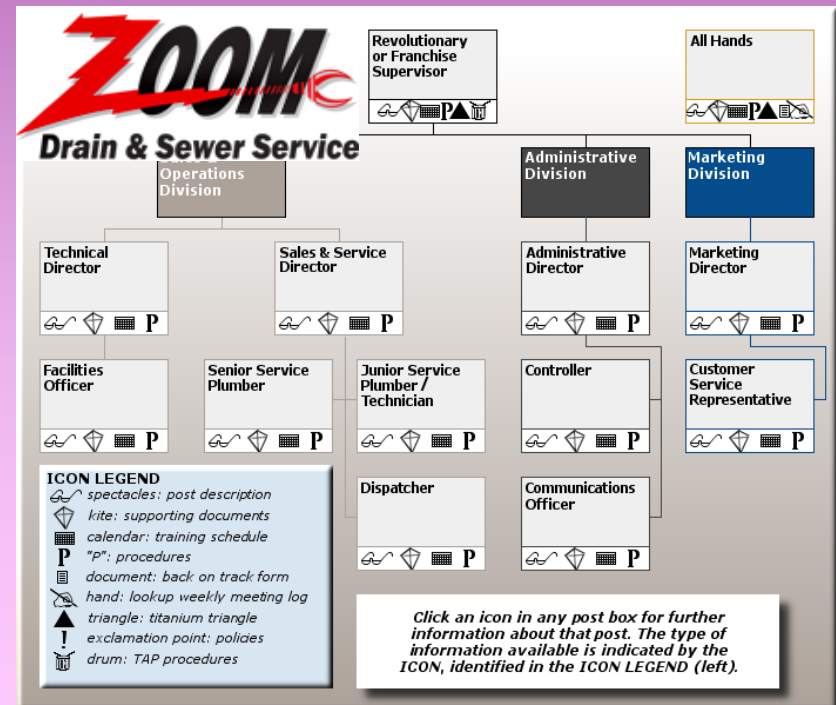
Goals

■ To HAVE Statements

- \$\$s
- #s
- %s
- Things



The People



The Financial Plan

xfrabasehit.blogspot.com



Excellent



Good



Poor

GOLDEN Rule



Microsoft Excel - bbb_nmm_quick_check_divisions_050313

File Edit View Insert Format Tools Data Window Help Acrobat

M18

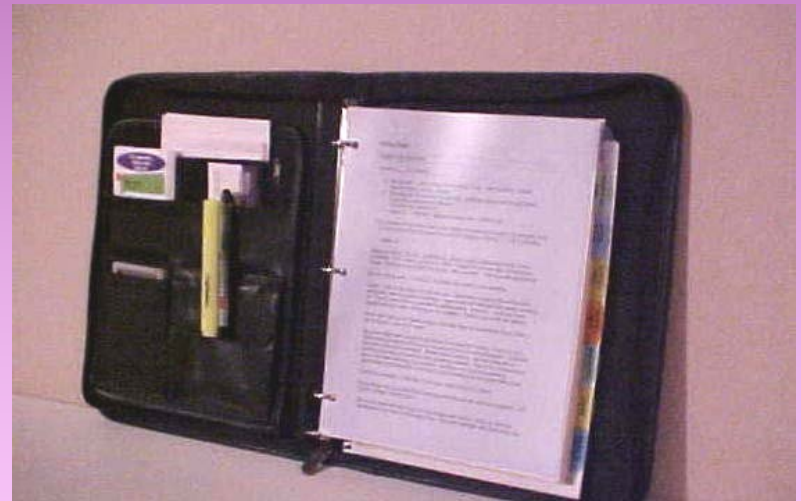
Financial Quick Check		Time Period	COMPARED TO		COMPARED TO	
(Do not enter data into yellow cells - these calculations occur automatically!)		Prepared by	Budget Goal		Year to Date	
		Time Period				
SALES						
SALES - Division One	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
SALES - Division Two	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
SALES - Division Three	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
SALES - Division Four	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
SALES - Other	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
SALES - Total	\$ -	#DIV/0!	%	\$ -	#DIV/0!	%
DIRECT COSTS (COGS)						
COST OF SALES - Division One Materials	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
COST OF SALES - Division One Labor	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
COST OF SALES - Division Two Materials	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
COST OF SALES - Division Two Labor	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
COST OF SALES - Division Three Materials	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
COST OF SALES - Division Three Labor	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
COST OF SALES - Division Four Materials	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
COST OF SALES - Division Four Labor	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
COST OF SALES - Other	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
DIRECT COSTS (COGS) - Total	\$ -	#DIV/0!	%	\$ -	#DIV/0!	%
GROSS PROFIT/GROSS MARGIN	\$ -	#DIV/0!	%	\$ -	#DIV/0!	%
OPERATING EXPENSES (OVERHEAD)	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
NET PROFIT	\$ -	#DIV/0!	%	\$ -	#DIV/0!	%
TOTAL PAYROLL						
TOTAL PAYROLL AS A % OF SALES	#DIV/0!	%	#DIV/0!	%	#DIV/0!	%
CASH FLOW and QUICK RATIO						
Total Available Cash from Checking & Savings						
Accounts Receivable						
Total (A)		\$ -				
Accounts Payable (B)						
Cash Flow (A) - (B)		\$ -				
Ratio (A) / (B)		#DIV/0!	to 1			

The Bean Team



The Marketing Plan

- The right calls, right time, right customers.



Adopt a Sales Guru



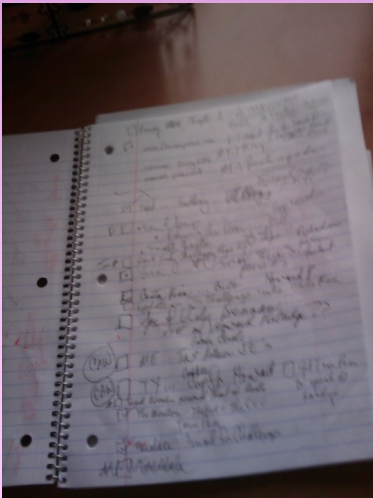
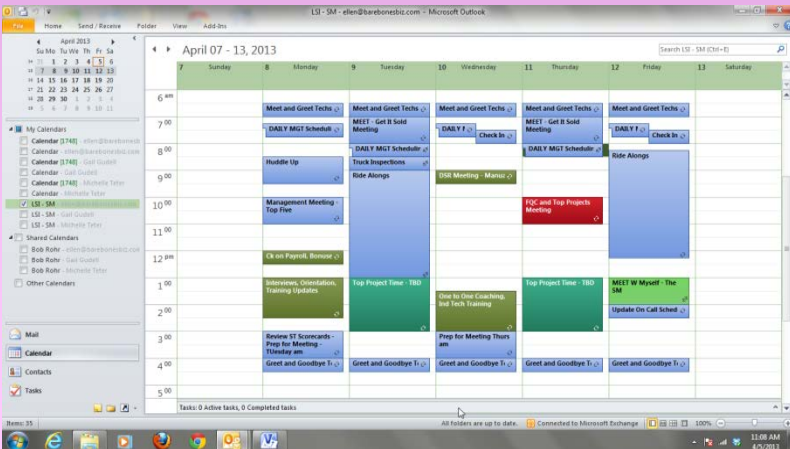
Systems & Procedures



What happens next?

■ Intention to Action...

- Your Biz Plan
- The Projects List – Top 5
- Your Master to do List
- Your Calendar



Do Some Good





= ?

Jerry and Ellen

Let's connect...

- facebook.com/ellenrohr
- twitter.com/ellenrohr
- www.cvccoaching.com



Thank You!

