



THE FINANICALLY FIERCE FORMULA

DURATION //

- 12 weeks
- Includes 40 weeks of weekly follow-thru support

OVERVIEW //

The Financially Fierce Formula is a comprehensive 12-week financial training program tailored for business owners aiming to master the art of constructing a financially solid budget for their business. Whether embarking on a new venture or elevating an existing one, our meticulously designed training provides step-by-step guidance, equipping participants with essential techniques, tools, and support to expedite their growth and achieve their goals. By following this program, business owners can avoid years of costly mistakes and reduce stress associated with financial management.

[Learn more >](#)

PROGRAM HIGHLITES //

Target Audience: Business owners looking to stabilize, secure or scale their existing ventures.

Methodology: Step-by-step tools and training emphasizing the backward and bottom-up budgeting approach.

Benefits:

- Build a stable financial foundation.
- Map a scalable and sellable plan.
- Pay down costly debt.
- Recruit and retain key staff members.
- Create a strategic sales plan and marketing budget.
- Eliminate cashflow crises.
- Avoid expensive mistakes.
- Learn how to balance the books and the bank account.
- Minimize stress related to financial management.

Track Record:

- Over 11,000+ business owners supported.
- Spanning 75+ business models.
- Impacting 275+ communities.



OBJECTIVE //

To equip Founders with the tools and training to build budgets they can bank on. A notable 82% of business owners close their doors because they lack effective money management skills. In this competitive landscape, survival and success hinge on more than mere existence—it requires financial clarity, confidence and control.

FRAMEWORK //

- Step 1 // Nail Down Indirect Costs
 - Team + Personnel
 - Space + Operating
 - Marketing + Sales
 - Other Costs [including Debt Repayment]
- Step 2 // Nail Down Key Revenue Streams
- Step 3 // Nail Down Direct Costs
 - Materials, Inputs + Subs
 - Direct Labour
- Step 4 // Nail Down Profitable Pricing
 - Costs, Competition + Value
- Step 5 // Nail Down the Bottom Line
- Step 6 // Nail Down the Marketing Map
 - Marketing Math
 - Budget
- Step 7 // Nail Down the Follow-Thru Three-Year Cashflow
 - Quarterly Milestones
 - Monthly Measurement

THE TOOLS //

- The Financially Fierce Workbook [PDF]
- The Financially Fierce Formula [Excel Template]
- The Cashflow Forecast [Excel Template]
- The Debt Repayment Calculator [Excel Template]
- The Direct Costs Calculator [Excel Template]
- The Equipment Costs Calculator [Excel Template]
- The Equipment Inventory Log [PDF]
- The Bank Account Allocation Calculator [Excel Template]
- The Monthly Measurement Calculator [Excel Template]



THE TRAINER //

[Taunya Woods Richardson](#), a certified money coach, financial strategist, and neuroeconomics expert, is the fierce Founder of Nail The Numbers, Inc. and the ingenious creator of the Financially Fierce Formula. With over three decades of experience in the world of founder finance, as a lender, educator, economic developer and entrepreneur herself, Taunya has emerged as a guiding light for Founders throughout North America who are looking to gain clarity and control of their financial situation.

THE CERTIFIED ACCOUNTABILITY AGENTS //

- [Nola Hrboticky CAA, CPB](#)
- [Michele Roulston, CAA, CPB](#)
- [Helen Papizian, CAA, CPB](#)

PRICE //

\$2,900 CAD

ABOUT NAIL THE NUMBERS //

[Nail The Numbers](#), the ultimate financial training academy for Founders, is on a mission to strengthen minds and bottom lines. Launched in 2014 as a pilot initiative under The Kolo Project, Nail The Numbers has evolved into an independent incorporated company with its headquarters located in Saskatchewan, Canada. The Academy now extends its support to business owners not only across Canada but also into the United States. With a commitment to forging financially fierce Founders, Nail The Numbers continues to be a driving force in the financial and entrepreneurial ecosystem.

TO ENROLL //

- Visit > [The Financially Fierce Formula](#)
- Call us > 1.844.844.3660
- Email us at > helpdesk@nailthenumbers.com