

HOW TO BUILD A FINANCIALLY FIERCE BUSINESS

PSST! THERE'S A FORMULA TO IT!



1 | Forecast for indirect costs

- bootstrap
- focus on efficiency and effectiveness



2 | Select key revenue streams

- over-simplify or complicate
- select 3-5 key performers



3 | Calculate direct costs

- apply to sales as a whole
- calculate direct costs per revenue stream



4 | Establish a profitable price

- price based on competition
- calculate the value and the costs per product



5 | Plan for bottom-line profit

- leave it to chance
- map a clear and deliberate path to profitability



6 | Defend top-line sales

- hope sales will be made
- build a strategy that backs up your targets

DO YOU HAVE WHAT IT TAKES TO BECOME FINANCIALLY FIERCE? WE KNOW YOU DO. PROVE US RIGHT. TAKE THE NEXT STEP.



FREE WORKSHOP + Q&A

In celebration of Small Business Week #BDCsbw

TUESDAY, OCTOBER 19, 2021
11AM - 12PM EST
Live and interactive via Zoom



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In celebration of Global Entrepreneurship Week #GEW2021
Financial Literacy Month #FLM2021

TUESDAY, NOVEMBER 9, 2021
11AM - 12PM EST
Live and interactive via Zoom



SIGN UP OR CALL 1.844.844.3660 FOR MORE INFO
WWW.NAILTHENUMBERS.COM/FINANCIALLYFIERCE