



Money

You probably already have your incomings and expenditure within your business plan and with your accountant. It's also important to know these figures from a marketing point of view so you can forecast:

- How many sales you need to make each year
- Broken down into each month
- Then how many customers you need to achieve this

The first thing you need to do is work out your break even point. Use the table on the next page for this exercise.

1. Write down a list of all your expenses. What bills do you have coming out each month, each quarter and annually? Within your expenses include what you need to pay yourself too.
2. Once you have done this add up all the expenses to give you your total. This total is your '**Break Even Point**' this is what you need to earn as a minimum for your business to survive.
3. This is your minimum target you need to achieve each month.
4. Thinking back to the '**Goals Module**' what did you want to achieve? This can link to your incomings and form part of your sales targets.
5. As your business grows and you have more outgoings and incomings you may find it difficult to track. I would recommend completing a cash flow forecast for your business to see where you are heading longer term and focus on your targets from a financial point of view.

*I'm not an accountant I'm a marketing expert!
However, money is really important for your business to
succeed and that's why I have included this module.
If you are not keeping on top of your money it can have a
massive impact on your business.*

Marketing
budget
should be
seen as an
investment
NOT an
expense ”





Money

INCOMINGS

OUTGOINGS

INCOMINGS	OUTGOINGS