

The Top 3 Financial Statements for a Business Owner

Make Money from Your Business: P & L Projection

Month	Month 1	Month 2	Month 3
1. Sales Income			
2. Total COGS			
3. Gross Profit Line 1 – Line 2			
4. Operating expenses			
5. Net Profit or (Loss) Line 3 minus lines 4			

Break Even Point Analysis

	Item	Description	Amount
A	Minimum Monthly Owner's Draw	<i>The amount of money it takes to pay your personal expenses each month</i>	
B	Monthly Operating Expenses	<i>The amount of money it takes to pay your business expenses each month</i>	
C	Total Monthly Expenses	<i>The amount of money it takes to pay both your personal and business expenses each month.</i>	
D	Average Price per Unit	<i>The amount you will charge for one unit of your product/service (if you have more than one product/service, use the price for your signature product/service.)</i>	
E	COGS (Cost of Goods Sold)	<i>The amount it will cost you to produce one unit of your product</i>	
F	Gross Profit	<i>The amount of profit you make on each unit you sell</i>	
G	Break Even Point	<i>The number of units you need to sell each month just to pay all the bills</i>	

Cash Flow Projections

	<i>Notes</i>	<i>Start Up</i>	<i>Month 1</i>	<i>Month 2</i>	<i>Month 3</i>
Cash Available					
Cash on Hand at Start		\$	\$	\$	\$
<i>Owner/Loan Injection</i>		\$	\$	\$	\$
<i>Sales</i>		\$	\$	\$	\$
<i>Sub-total</i>		\$	\$	\$	\$
Total Cash Available		\$	\$	\$	\$

Cash Out of Operations

<i>Payroll expenses (outside labor)</i>	<i>Notes</i>	<i>Start Up</i>	<i>Month1</i>	<i>Month2</i>	<i>Month 3</i>
<i>Payroll Expenses (taxes, etc.)</i>		\$	\$	\$	\$
<i>Training & outside services</i>		\$	\$	\$	\$
<i>Office Lease</i>		\$	\$	\$	\$
<i>Supplies (Office & Operating)</i>		\$	\$	\$	\$
<i>Advertising</i>		\$	\$	\$	\$
<i>Repairs and Maintenance</i>		\$	\$	\$	\$
<i>Car, Delivery, Travel</i>		\$	\$	\$	\$
<i>Accounting and Legal</i>		\$	\$	\$	\$
<i>Telephone & internet</i>		\$	\$	\$	\$
<i>Dues & Subscription</i>		\$	\$	\$	\$
<i>Licenses</i>		\$	\$	\$	\$
<i>Business and auto Insurance</i>		\$	\$	\$	\$
<i>Bank Expenses</i>		\$	\$	\$	\$
<i>State & City Taxes</i>		\$	\$	\$	\$
<i>Income Taxes</i>		\$	\$	\$	\$
<i>Loan Payment</i>		\$	\$	\$	\$
<i>Other Start-up Costs</i>		\$	\$	\$	\$
<i>Capital Expenditures</i>		\$	\$	\$	\$
<i>Inventory Purchased</i>		\$	\$	\$	\$
<i>Owner's Withdrawal</i>		\$	\$	\$	\$
Total Cash Paid Out		\$	\$	\$	\$
Cash Balance End of Month		\$	\$	\$	\$