



Thriday

Money Mastery:

Set Your Business Up for
Success in 2025

PROFIT FIRST[®]
PROFESSIONALS
AUSTRALIA & NEW ZEALAND

COMMON FINANCIAL CHALLENGES:



PROFIT FIRST

A BROKEN FORMULA

SALES – EXPENSES = PROFIT

Accounting alone focuses on the numbers

It ignores the human behavior around the numbers



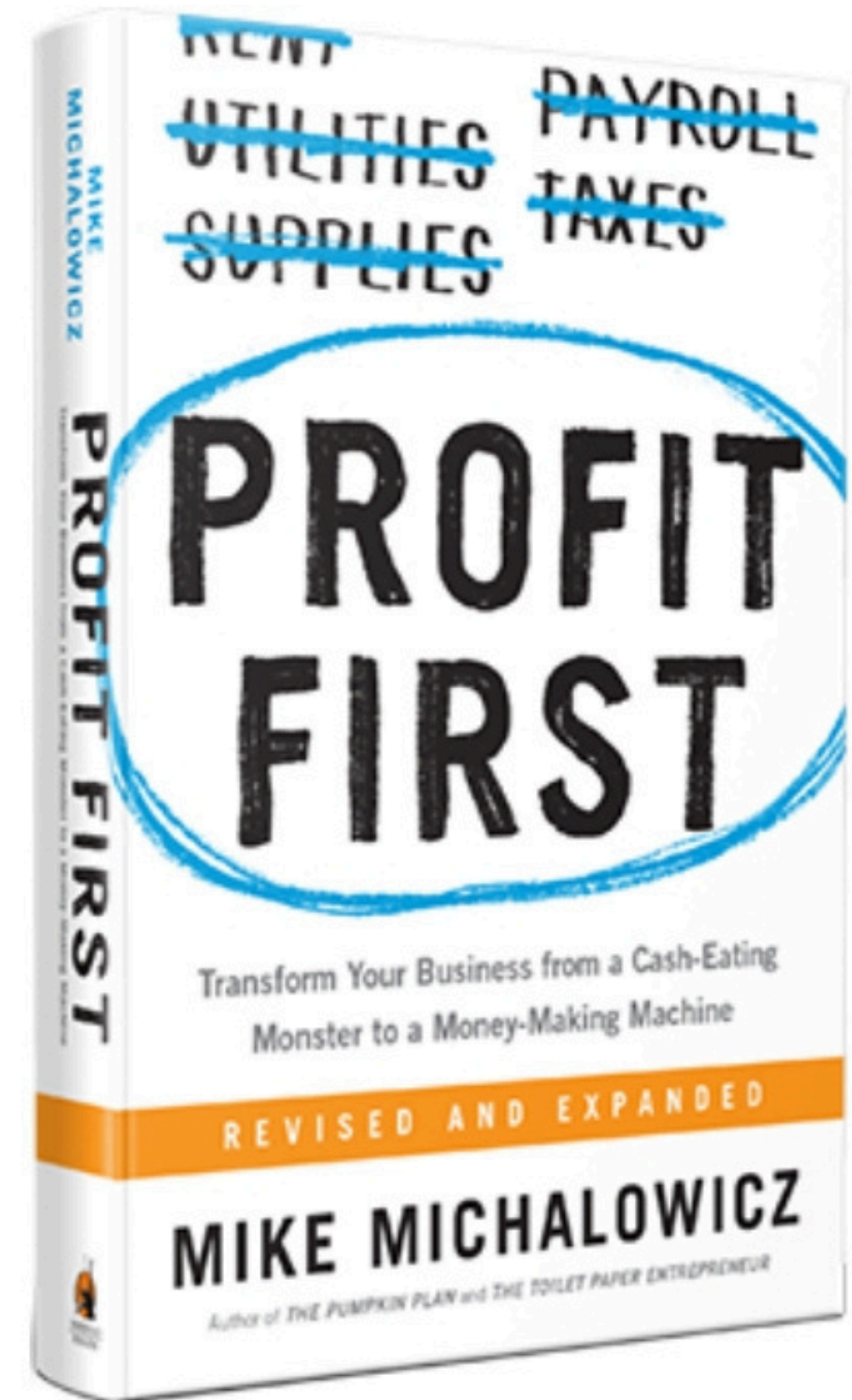
PROFIT FIRST FORMULA

$$\text{SALES} - \text{PROFIT} = \text{EXPENSES}$$

What you see or do first is what is the focus

Profit = Purpose

Creative thinking & wealth creation

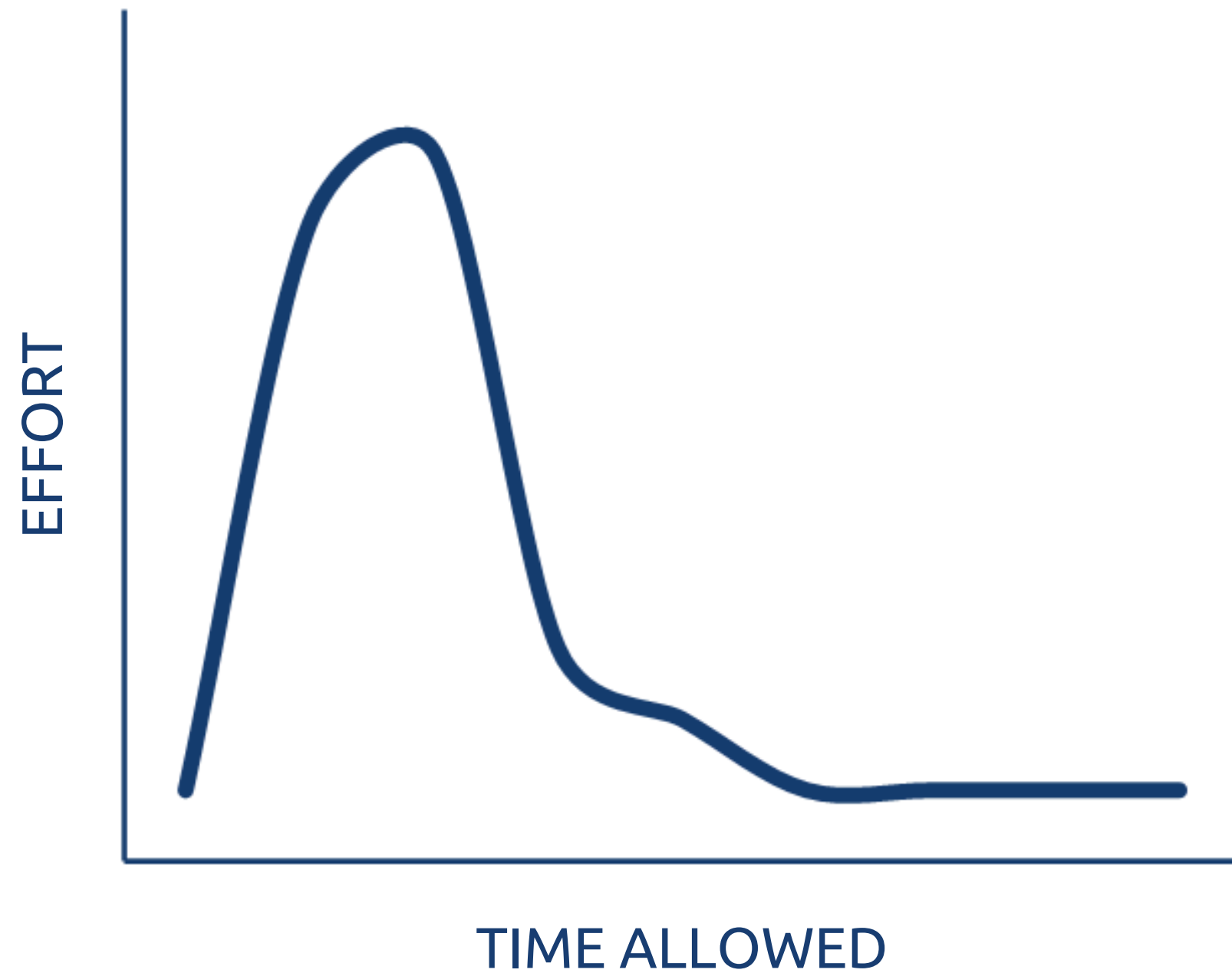


**DON'T
CHANGE
HABITS
LEVERAGE
THEM**

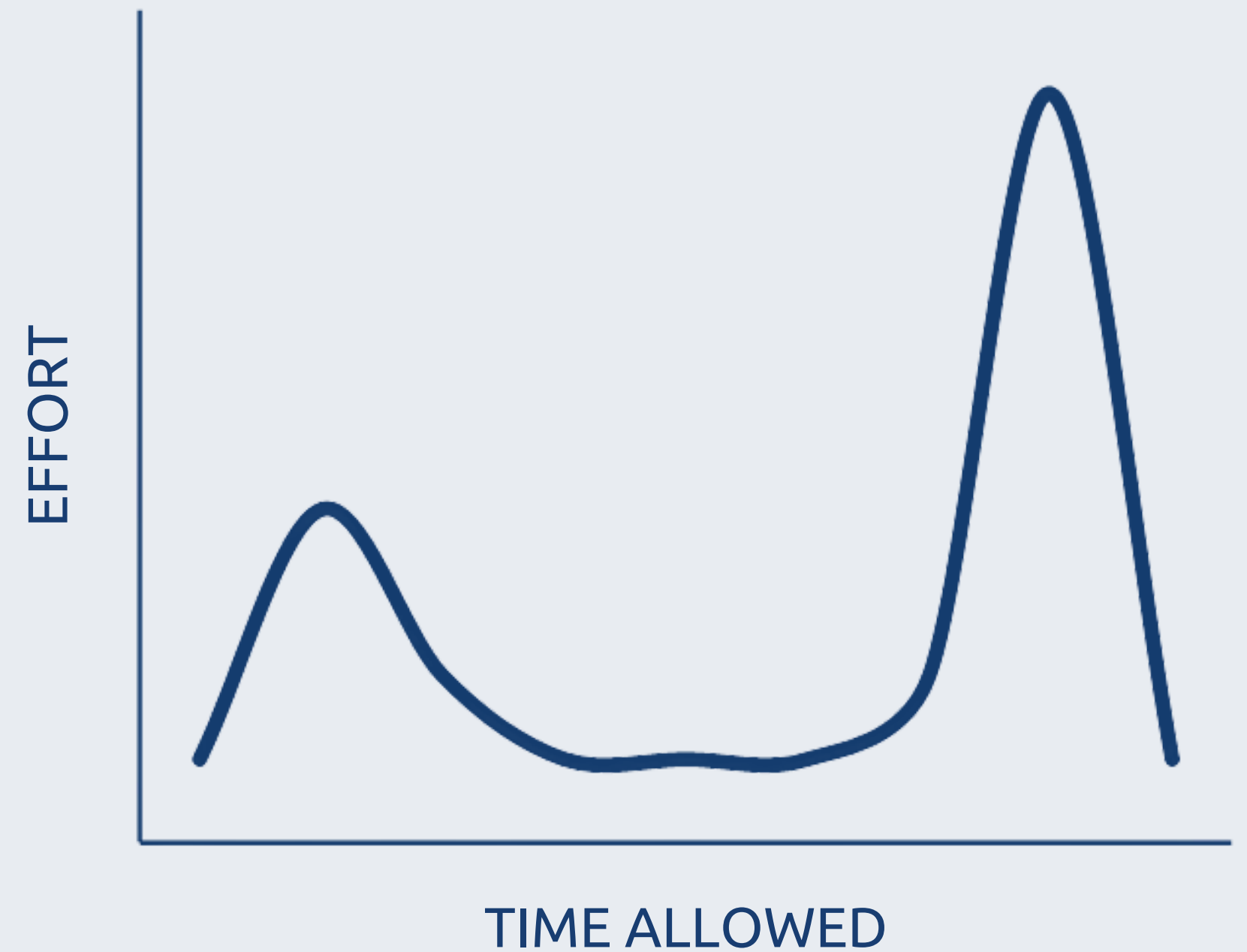


BEHAVIOUR

PARKINSON'S LAW



PARKINSON'S LAW FOR PROCRASTINATORS



IT'S ALL ABOUT PORTION SIZE

BUFFET



SMALL PLATES



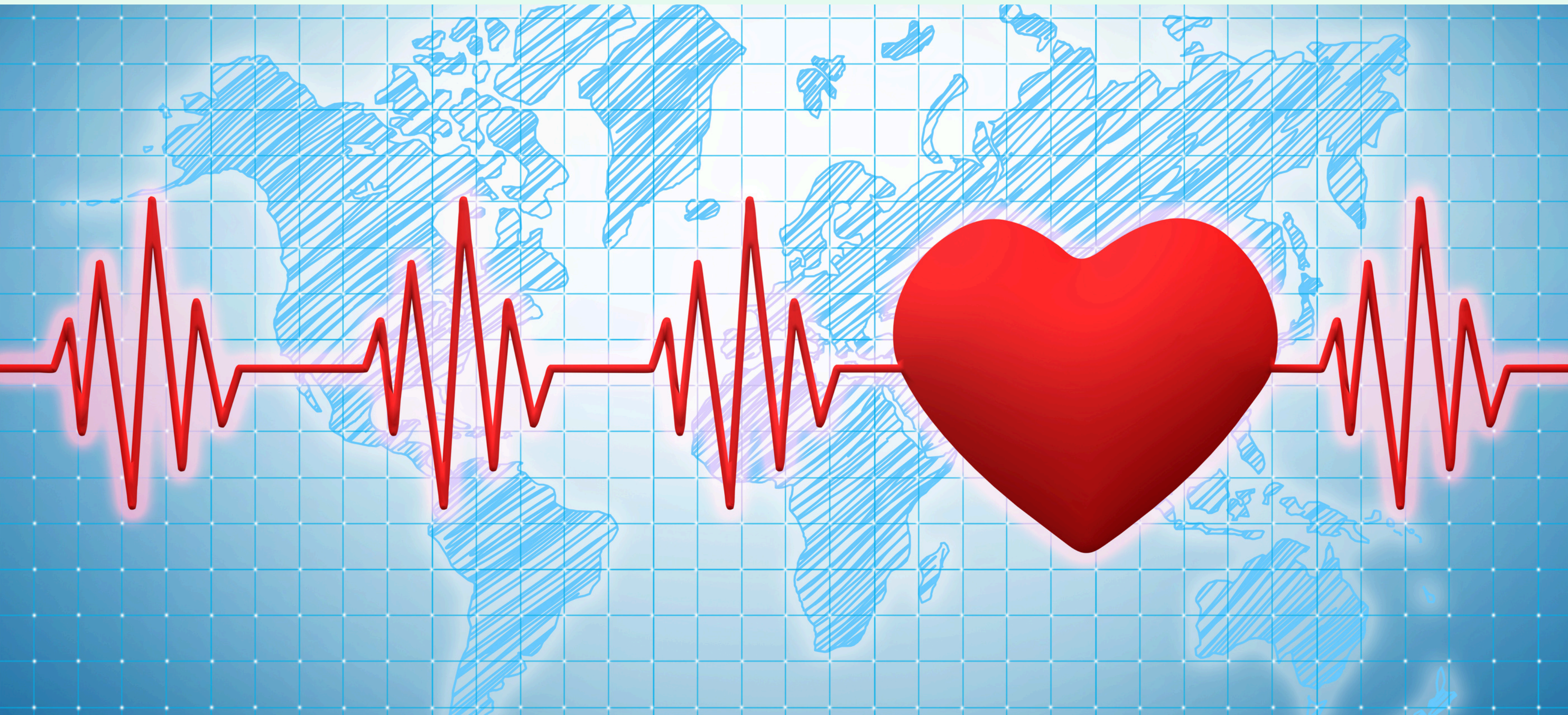
ALLOCATE: THE ORDER IS EVERYTHING



REMOVE TEMPTATION



IMPLEMENT A RHYTHM



PROFIT FIRST IS FLEXIBLE



ROLLING OUT YOUR PROFIT FIRST

| | STAGE 1 | STAGE 2 | STAGE 3 | GOAL |
|--------------|---------|---------|---------|------|
| REAL REVENUE | 100% | 100% | 100% | 100% |
| PROFIT | | | | 5% |
| OWNERS PAY | | | | 50% |
| TAX | | | | 15% |
| EXPENSES | | | | 30% |

QUARTERLY PROFIT ALLOCATION

FUN MONEY



RAINY DAY MONEY



AUTOMATED FUND ALLOCATION



THRIDAY'S ALLOCATION FEATURE



MAXIMISING FINANCIAL HEALTH



QUESTIONS



THANK YOU

**THRIDAY
ANNUAL PLAN \$199**



**PROFIT FIRST 101
COURSE \$197**

