



Lesson 3: Planning with Your Adjusted Profit

Why Planning Matters

Now that you know your real profit (after accounting for bills, loans, and credit cards), decide where that money should go before you spend a single dollar.

The Profit Allocation Framework

1. Taxes: Set aside money first so you aren't surprised later.
2. Bills & Commitments: Reserve what you need for upcoming obligations (insurance, payroll, rent).
3. Growth: Invest in things that help your business grow (marketing, tools, training).
4. Owner Pay: Decide what portion you can take for yourself after covering everything above.

Example Allocation

Adjusted Profit: \$3,000

- 30% to Taxes (\$900)
- 40% to Bills/Commitments (\$1,200)
- 20% to Growth (\$600)
- 10% to Owner Pay (\$300)

Choose percentages that fit your situation — the point is to plan on purpose.

■ When to Call Your Accountant

- You're not sure how much to set aside for taxes
- You have big upcoming bills and aren't sure how to plan
- You want help choosing allocation percentages
- You need a simple monthly system that fits your business

Key Takeaway: Give every dollar a job. Plan taxes and commitments first, then growth, then pay yourself.

Try It Yourself

Take your Adjusted Profit and decide where each dollar should go.

Adjusted Profit: _____

Taxes (____%): _____

Bills & Commitments (____%): _____

Growth/Investments (____%): _____

Owner Pay (____%): _____

Big Expenses Coming Up (List Here): _____

Reflection

How does this plan change your confidence for next month?

- Do you feel prepared for upcoming bills? _____
- What percentage did you choose for your owner pay? _____
- What will you adjust next month based on what you learned?

■ **Action Step:** Repeat this allocation process every month after reviewing your adjusted profit.

■ Download a Profit Allocation worksheet at jnbservice.com/resources.