

# What kind of business are you running or exploring?

Flower farm...

Write in the Q&A

**Starting in a few minutes 👍**

# Diversifying Your Income

Partner



# We are so glad you are here!



**Jay Friedlander**

Co-Founder



**Jordan Motzkin**

Co-Founder



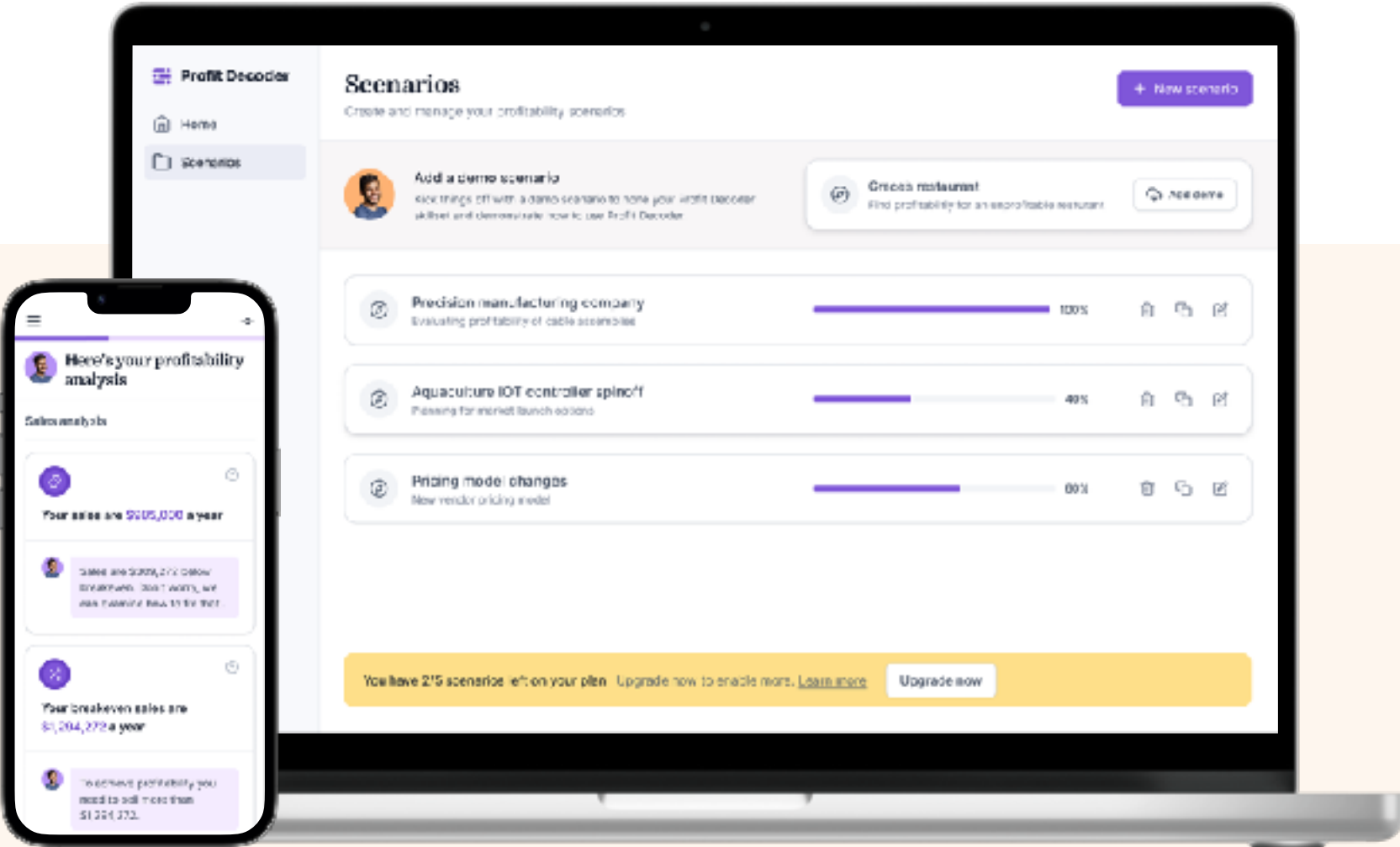


# Coaching and software to accelerate profitable growth



## Coaching & Training

Essential skills + actionable frameworks



## Software

Get a grip on financials in minutes

# We have helped 100s of entrepreneurs grow profitably

Fitness, outfitting, tourism,  
prepared foods, retail,  
fishing, brewing and more...



# How this will work



Scheduled to  
go for 60m



Participants  
will be muted



Ask questions  
via Q&A



We are recording  
this session

# Today's agenda

---

1 The profitability challenge

---

2 Small changes have big impacts

---

3 Profit Decoder

---

4 Questions

---

5 Get your account

---



*Thank  
you* →





★ Special offer

**Details on how  
to get your FREE  
Profit Decoder  
account at the  
end of the webinar**



# How painful is it to understand your financials?



**1**

No  
pain



**2**

Mild  
pain



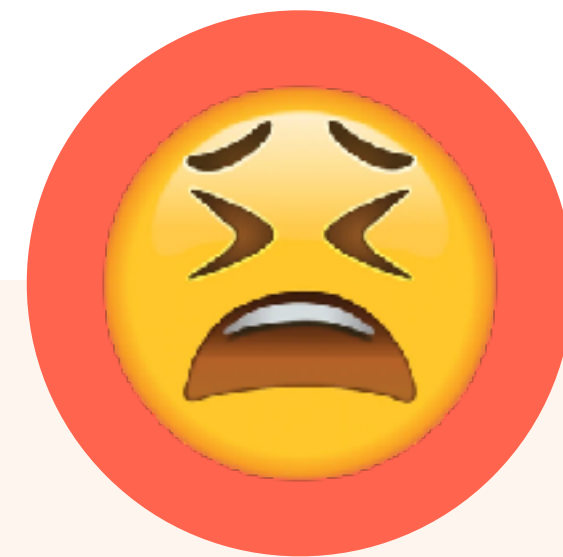
**3**

Moderate  
pain



**4**

Severe  
pain



**5**

Very severe  
pain

# You're not alone

Being a small business owner is tough



4 years

84% of small businesses reach profitability



Data shows mentors are vital to small business success



86%

Of small businesses don't review financial statements



Financial Literacy and the Success of Small Businesses: An Observation from a Small Business Development Center 2014



#1

Reason for failure is financial mismanagement



Why do businesses fail? A study of U.S. small businesses 2019

# We help you understand what you are creating

1

Conceptual drawings

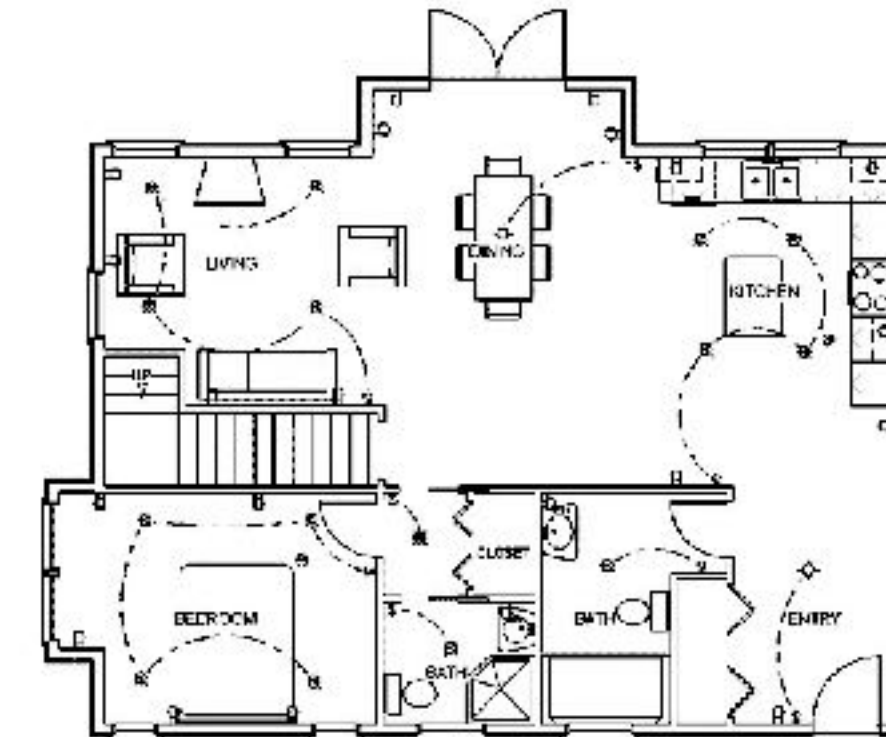


 **Profit Decoder**

Business model

2

Full architectural plan



 **Pro-forma**

Business plan







# Decoding your business



Whole  
business  
evaluation



Examine  
profitability of  
a start-up



Price

\$1





# ✓ Ingredients





- ✓ Ingredients
- ✓ Hourly staff

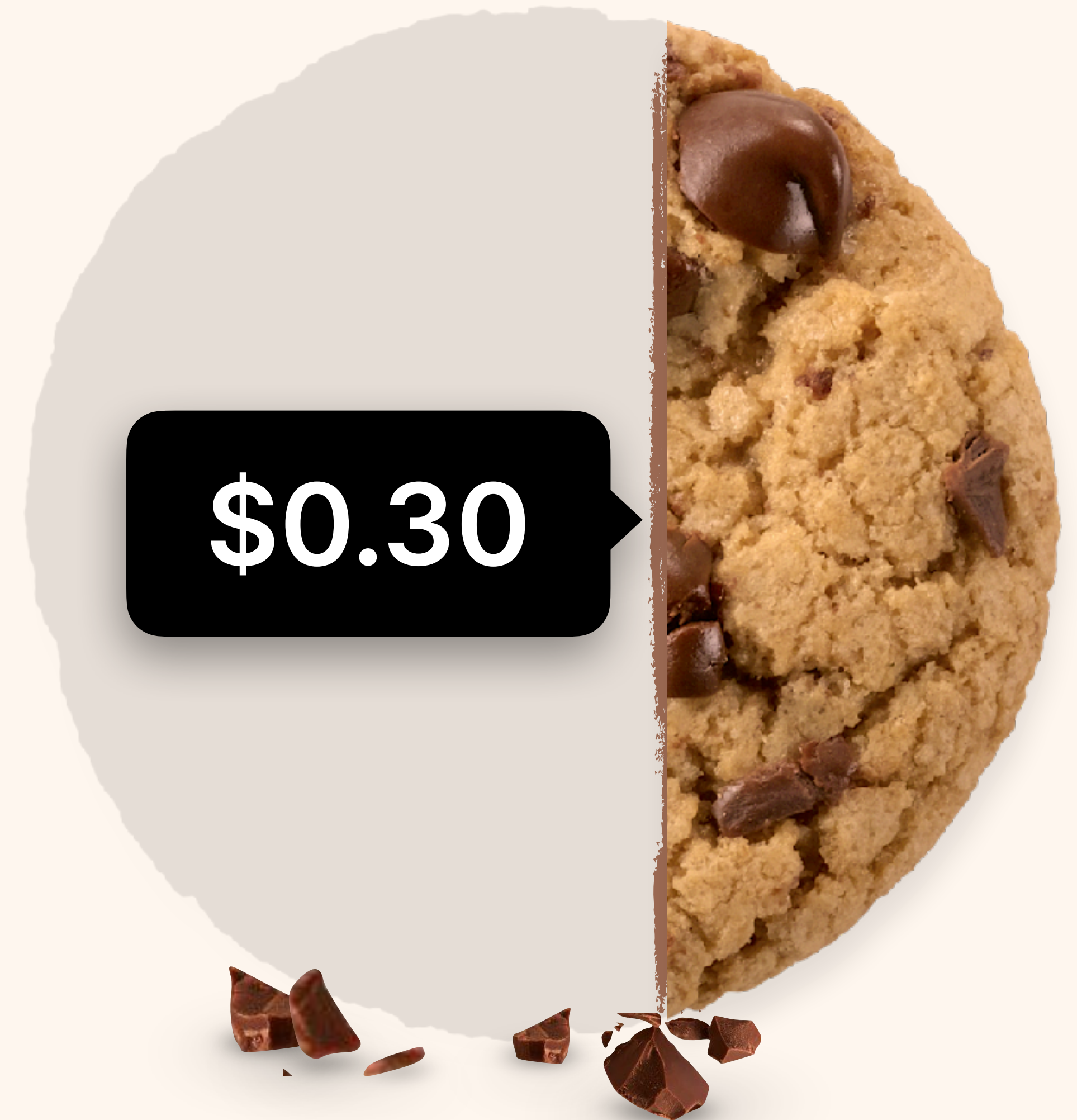




- ✓ Ingredients
- ✓ Hourly staff
- ✓ Benefits



- ✓ Ingredients
- ✓ Hourly staff
- ✓ Benefits
- ✓ Packaging



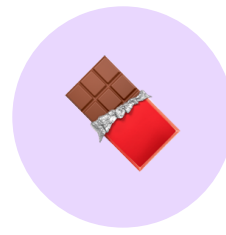


# Profit Basics





# Every business manages two types of costs



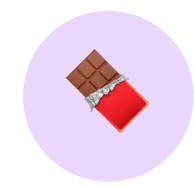
## Variable costs

Costs paid with  
every product  
produced or sold



## Fixed costs

Costs paid  
regardless of  
sales



## Variable costs

Costs paid with every product  
produced or sold

- 
- ✓ Ingredients
- 
- ✓ Production & hourly wages
- 
- ✓ Credit card fees
- 
- ✓ Packaging
- 



## Fixed costs

Costs paid regardless  
of sales

- 
- ✓ Salaries (including yours)
- 
- ✓ Phone bill
- 
- ✓ Rent
- 
- ✓ Internet
-

# Which has a bigger impact on profits?

A

Increase volume



↑ 1%

6% increase  
in profit

B

Increase price



↑ 1%

20% increase  
in profit

## Increase volume



↑ 1%

6% increase  
in profit

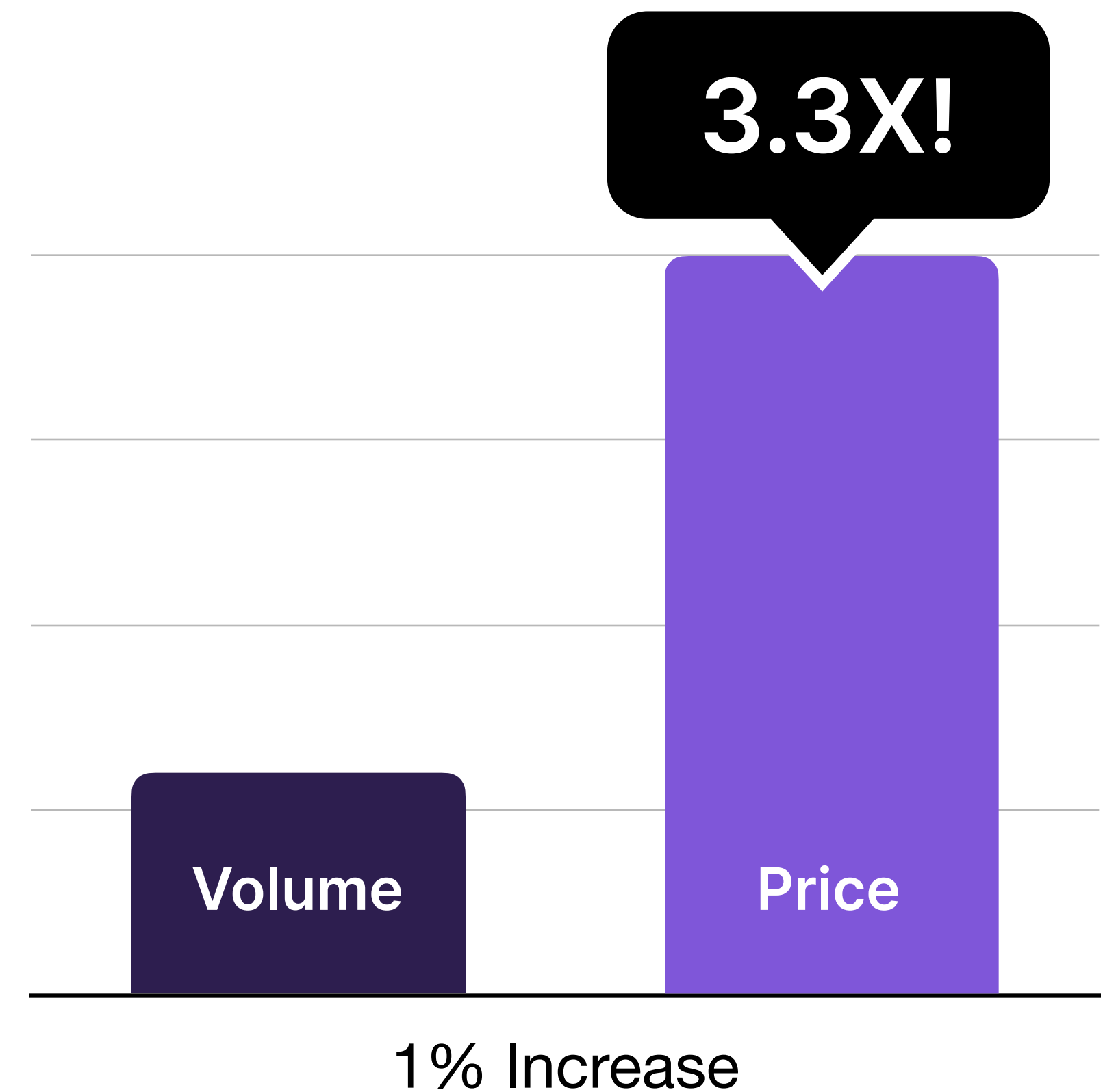
## Increase price



↑ 1%

20% increase  
in profit

## Impact of a 1% increase in sales on profits





## Decrease volume



↓ 1%

**6%** decrease  
in profit

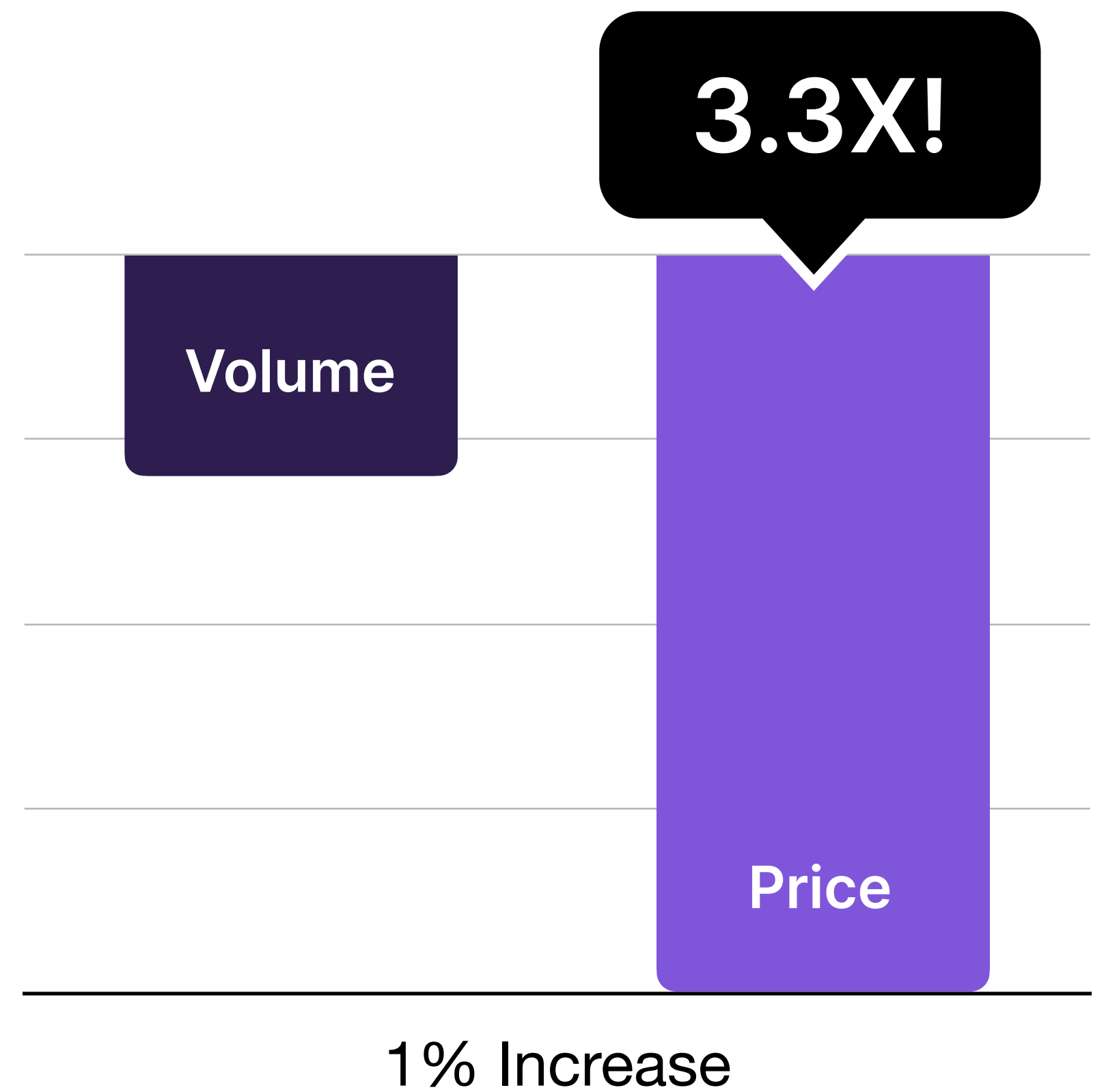
## Decrease price

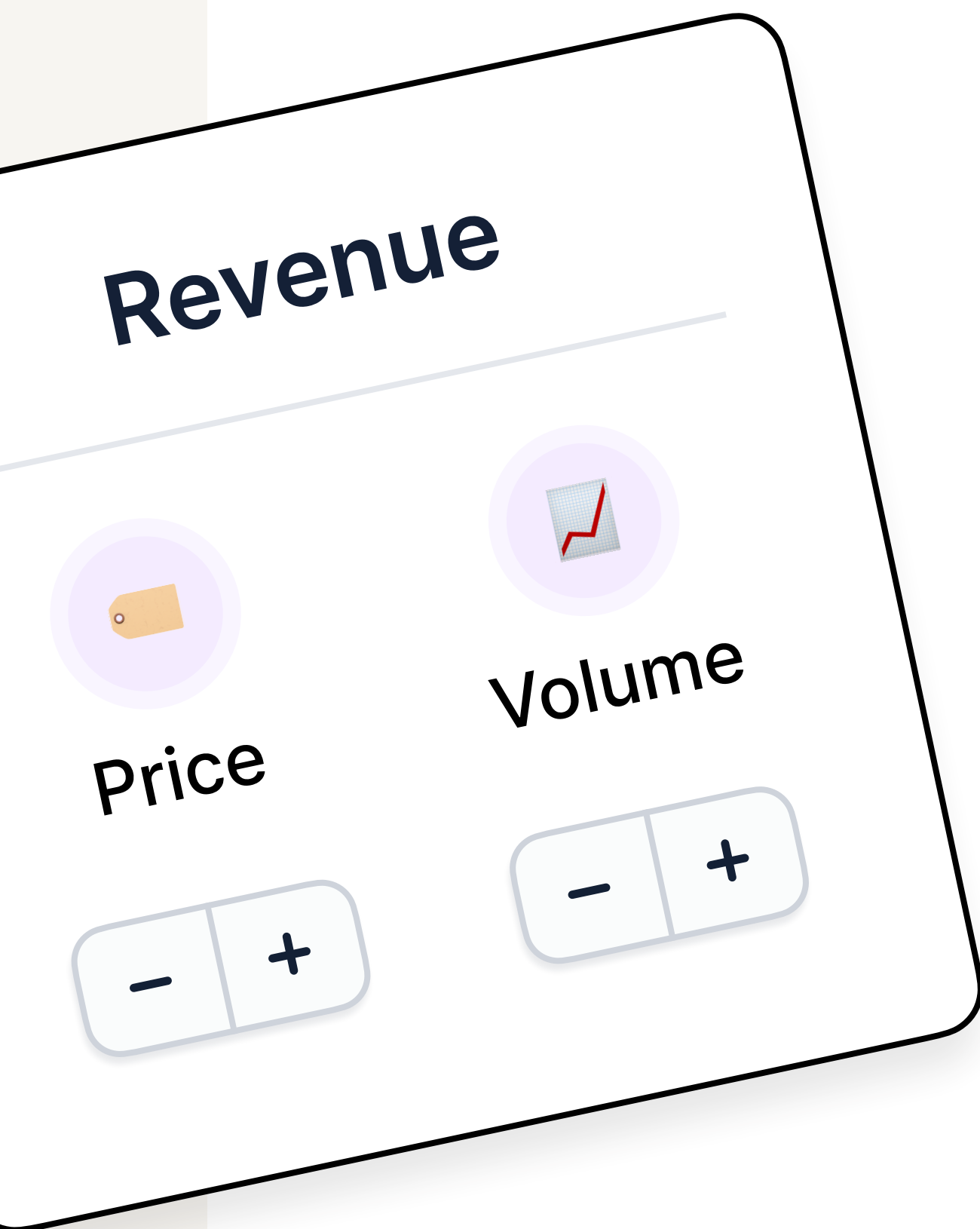


↓ 1%

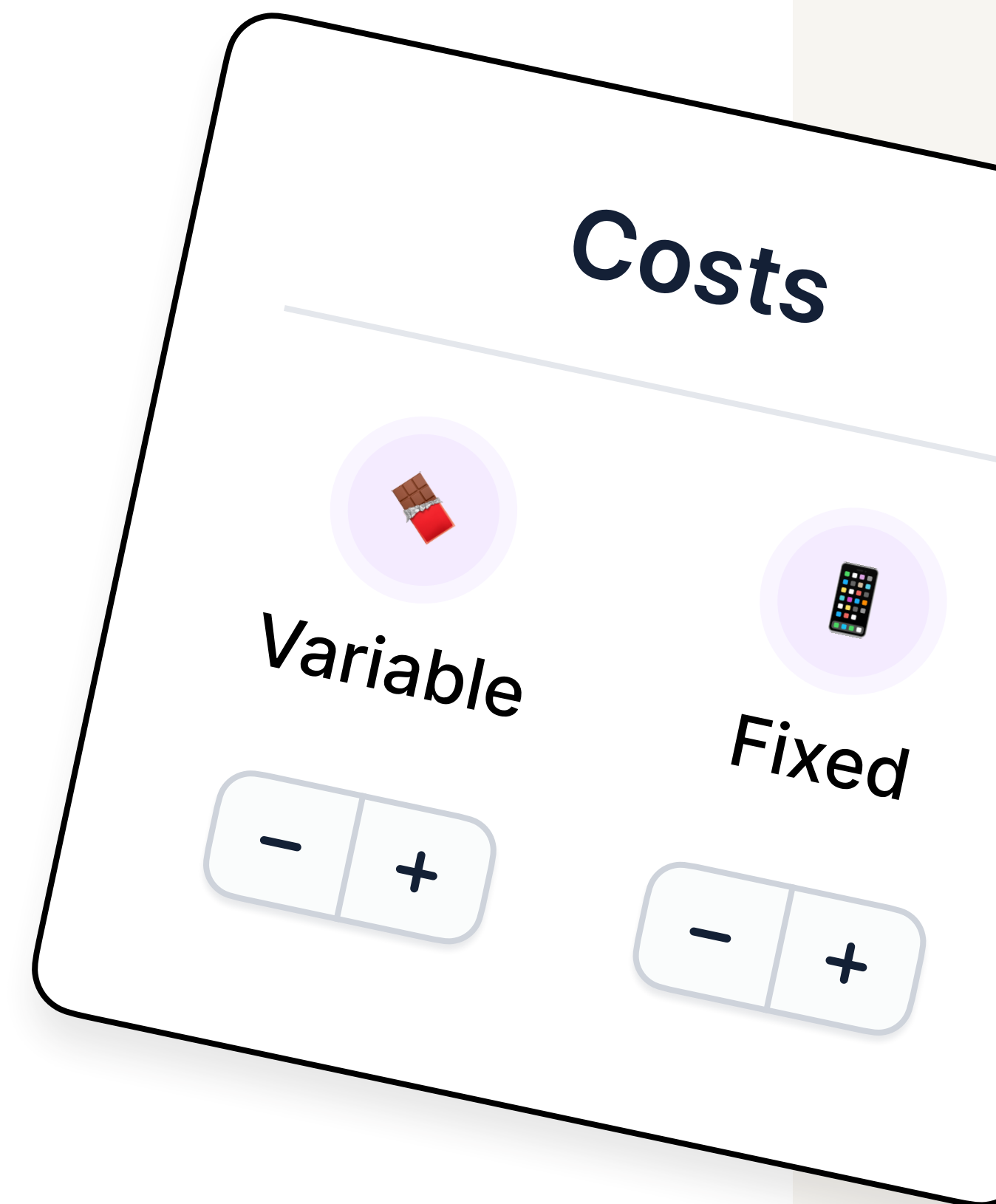
**20%** decrease  
in profit

## Impact of a 1% decrease in sales on profits



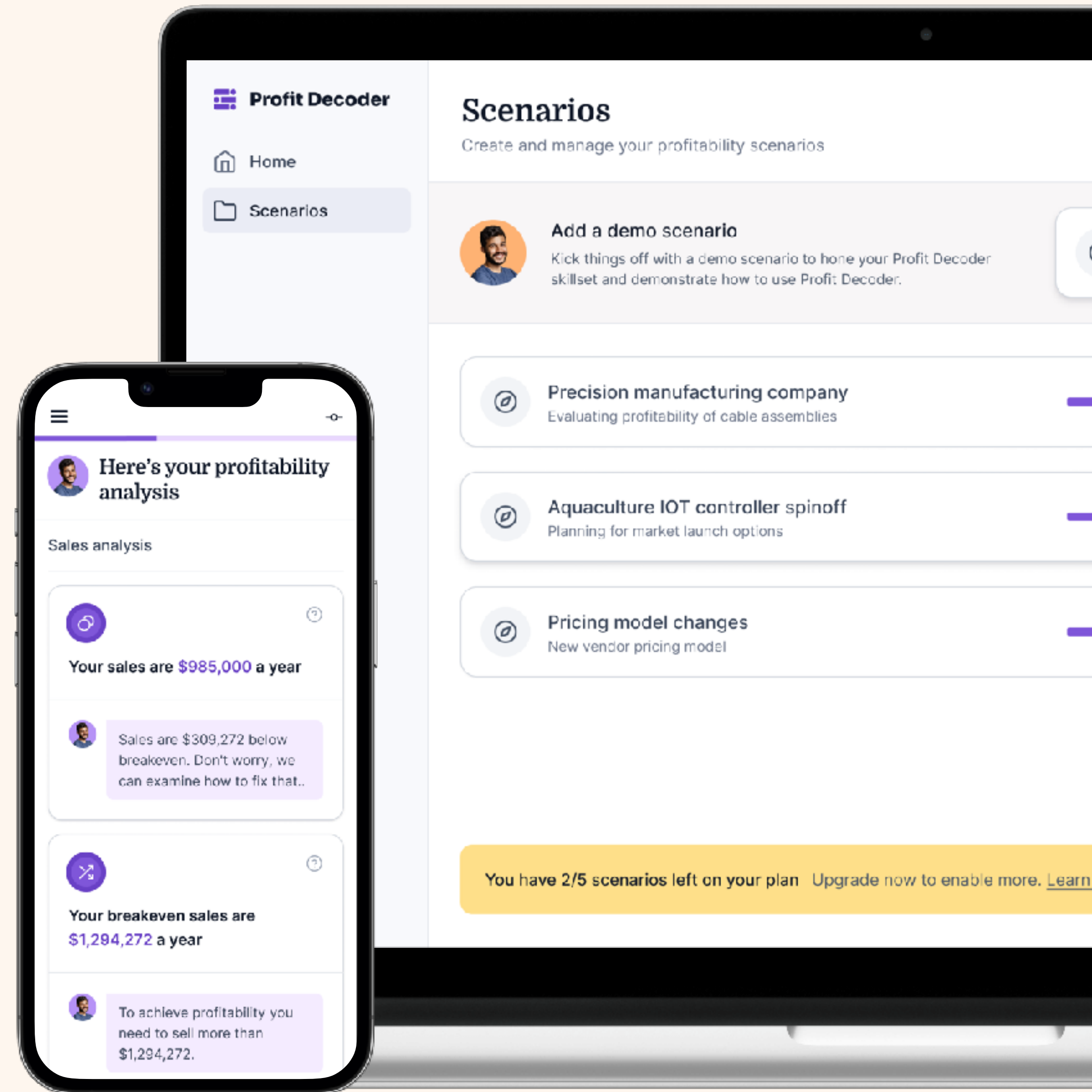


The impacts of  
small decisions  
can be huge



# Four Steps to Grow Profitability

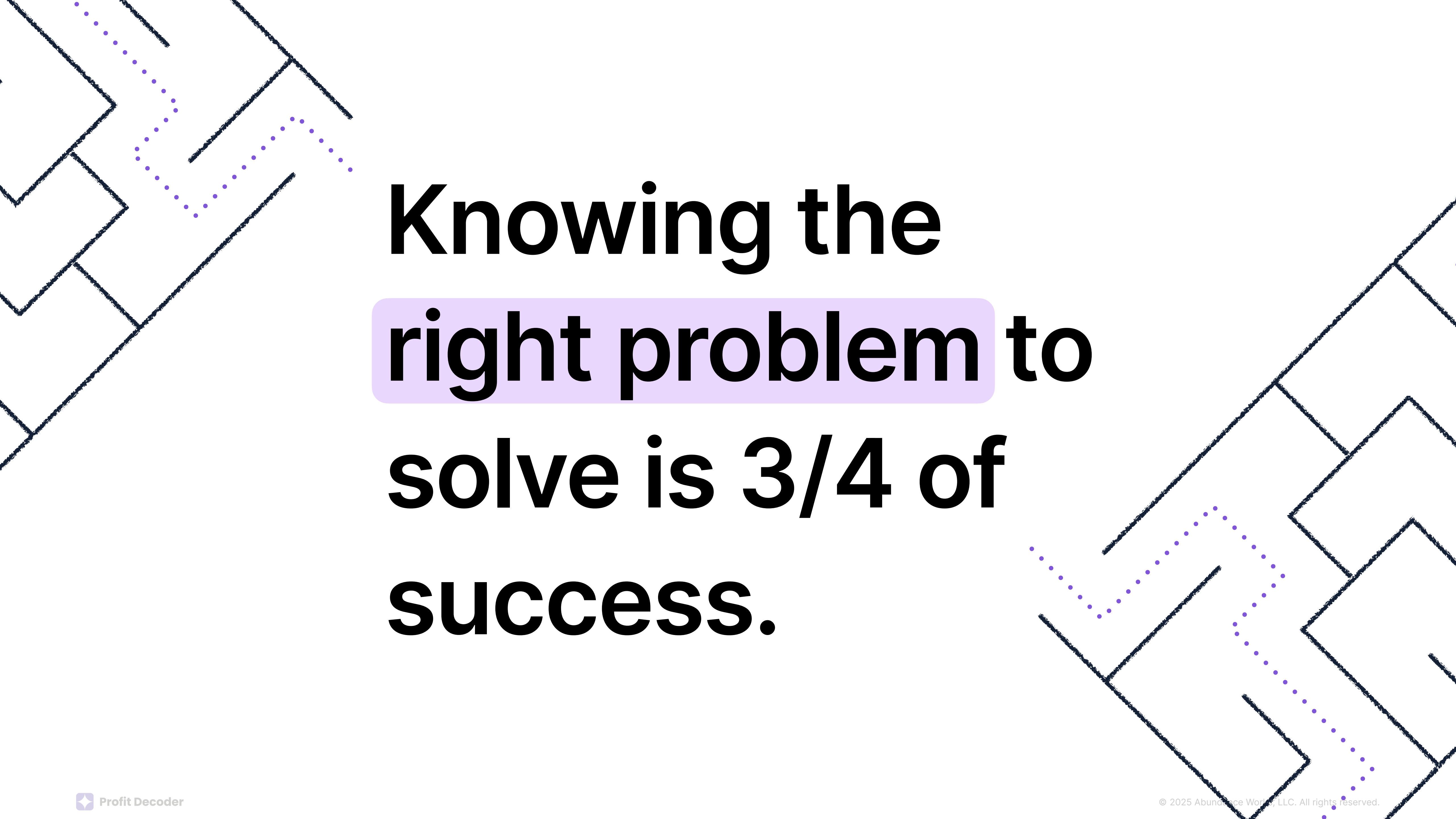
- 1 Understand your numbers
- 2 Determine how to improve
- 3 Create a profit plan
- 4 Scenarios for growth





Let's do this!



The slide features decorative geometric patterns in the corners. The top-left and bottom-right corners contain black zigzag lines and dotted purple lines. The bottom-left corner contains a solid black zigzag line.

**Knowing the  
right problem to  
solve is 3/4 of  
success.**

# Your profit plan provides your targets



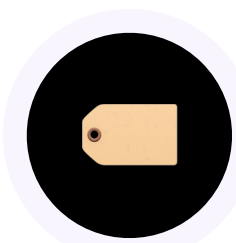
## Volume

182,441 Cookies

Box set

Bundle with  
coffee

Loyalty  
program



## Price

\$1.05

Increase our  
price

Change  
product mix

Upgrade  
display



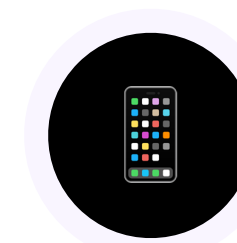
## Variable costs

\$0.68

Portion  
control

Dough  
mixer

Join buying  
group



## Fixed costs

\$61,980

Dough  
mixer

Rent out  
kitchen

Review  
utilities

# Each step requires new decoding

Determine profitability for specific business questions



Whole  
business  
evaluation



Examine  
profitability of  
a start-up



Assess a  
new piece of  
equipment



Compare  
lines of  
business



Evaluate  
a new  
hire



Product  
or service  
breakeven

# What do you want to decode?

Determine profitability for business questions



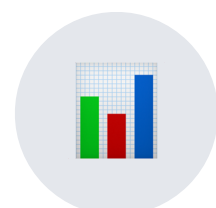
**Whole  
business  
evaluation**



**Examine  
profitability of  
a start-up**



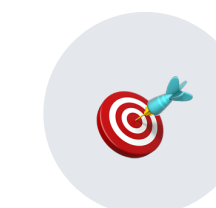
**Assess a  
new piece of  
equipment**



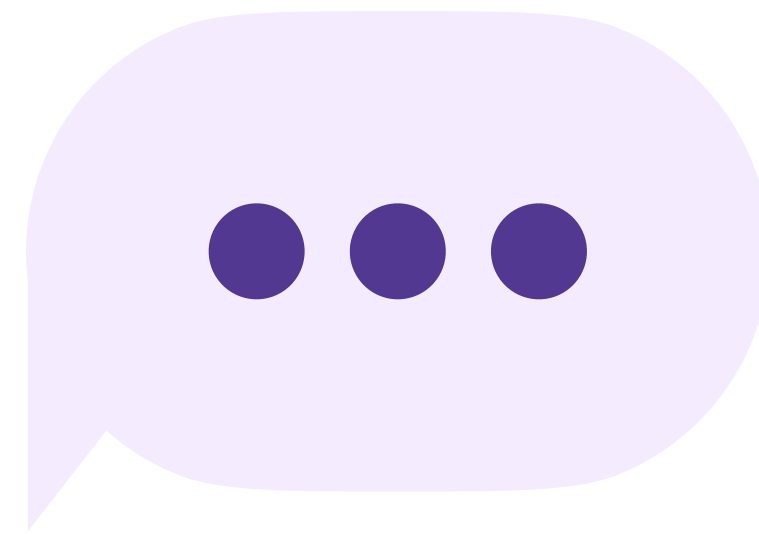
**Compare  
lines of  
business**



**Evaluate  
a new  
hire**



**Product  
or service  
breakeven**



# Questions?

[jay@profitdecoder.com](mailto:jay@profitdecoder.com)



[jordan@profitdecoder.com](mailto:jordan@profitdecoder.com)



# This is the start 🙌



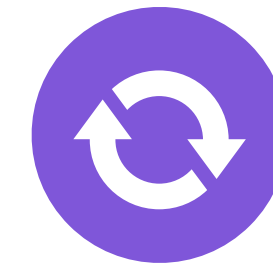
Enter and keep  
revising numbers



Ask us questions  
and get help



Improve results  
with coaching



Update to track  
progress

★ Special offer

**Get a  
FREE Pro  
Account**

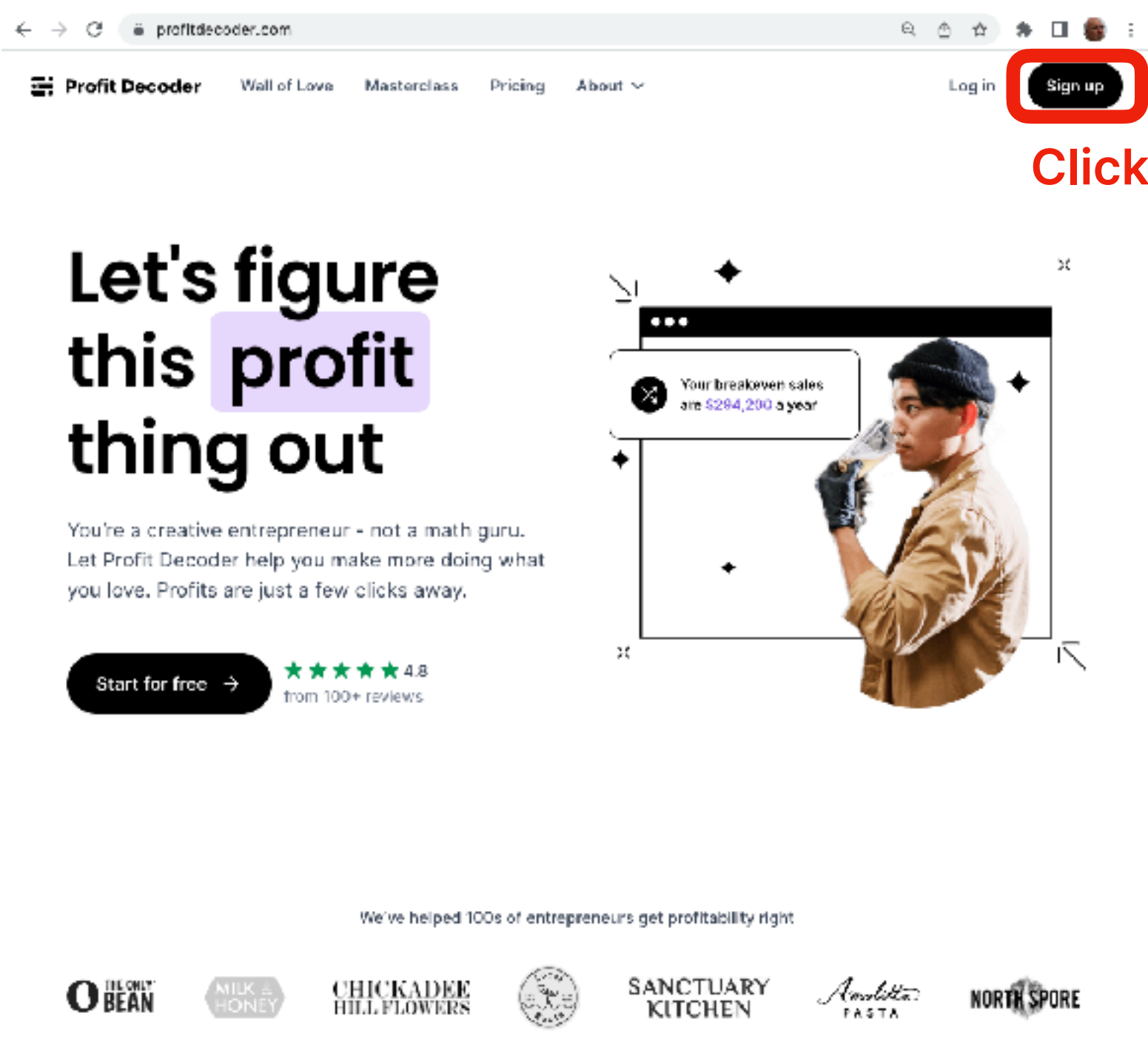


**ii2025**

**profitdecoder.com**

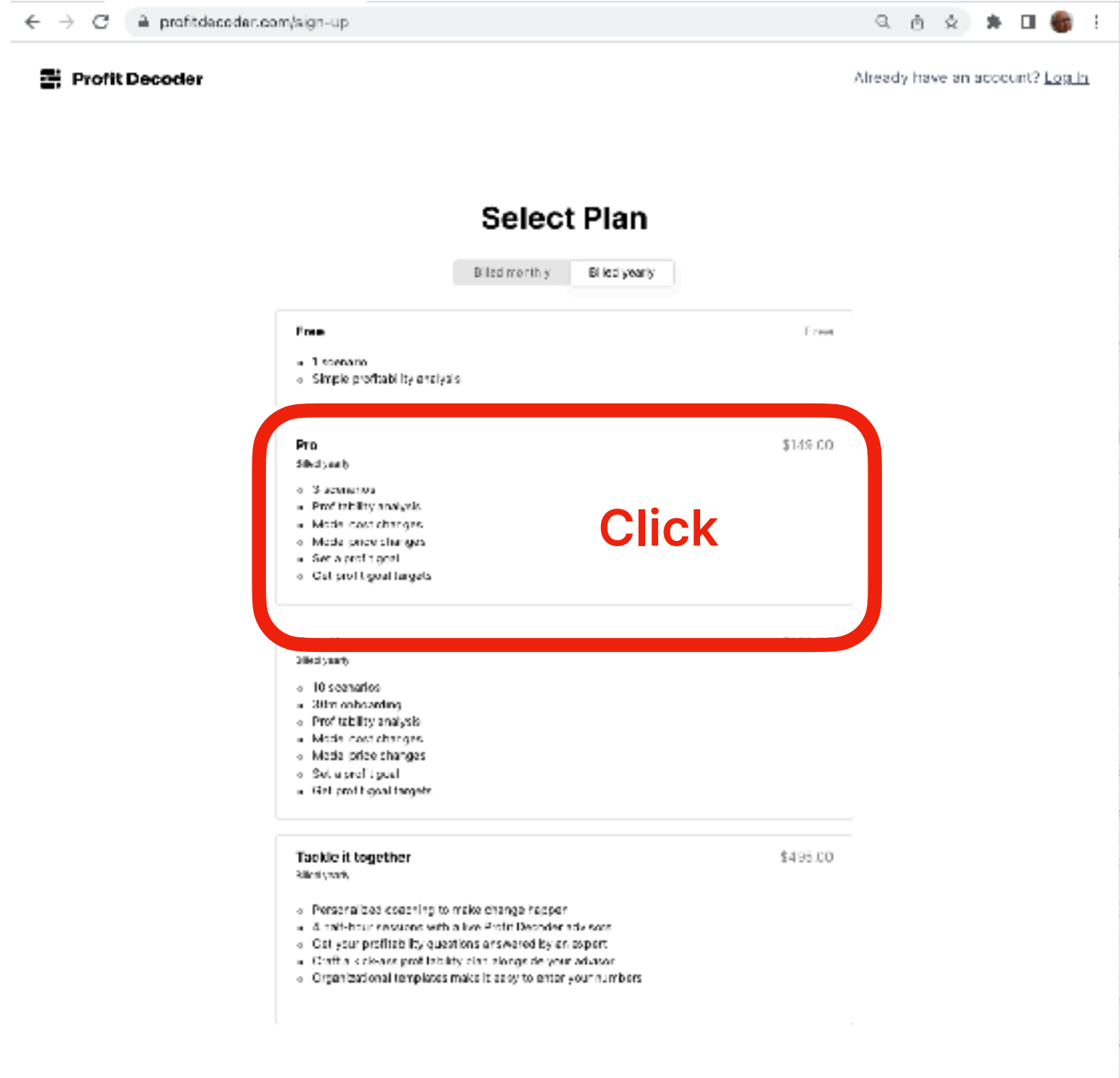


# Step 1



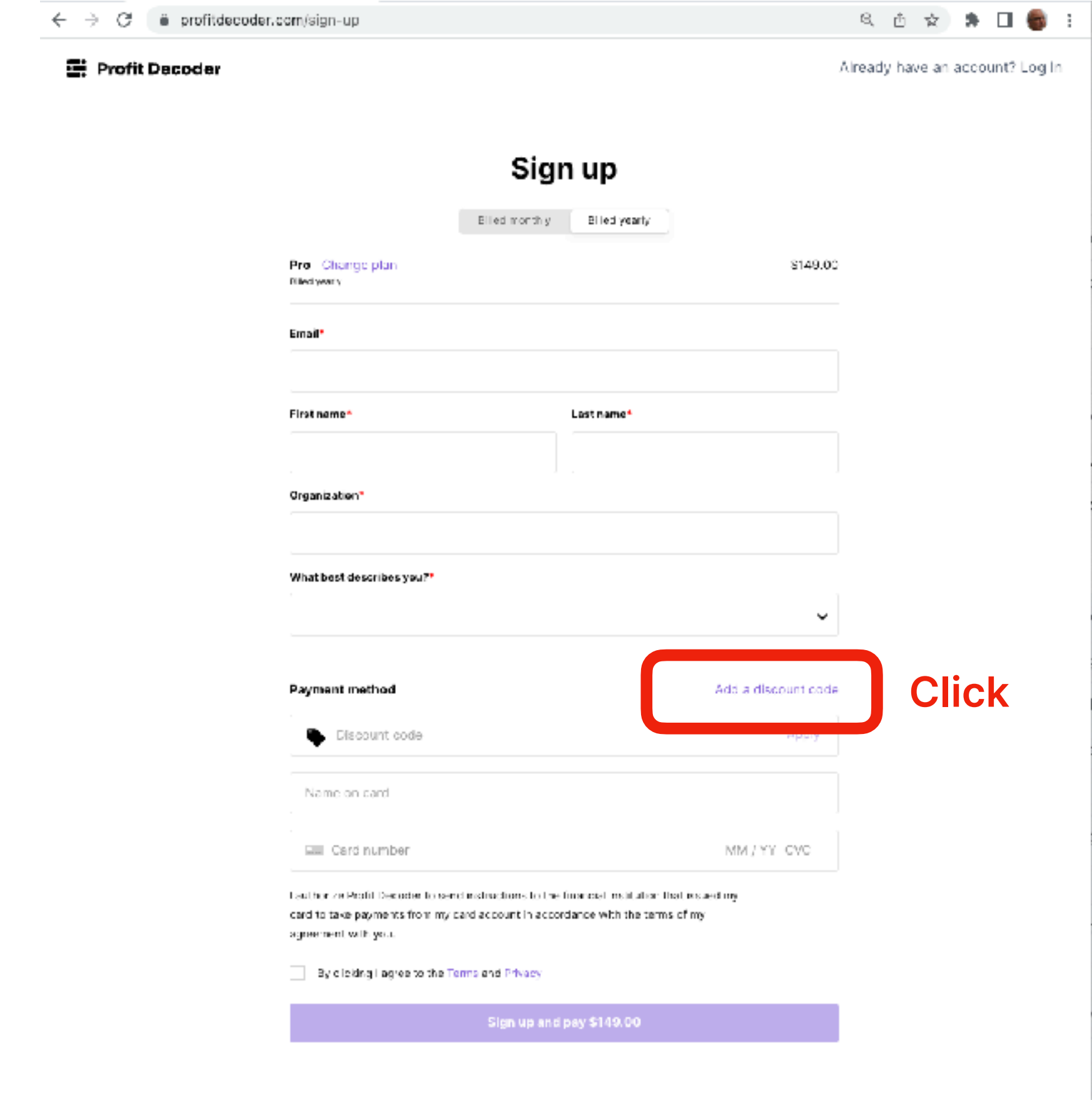
Click

# Step 2



Click

# Step 3



Click

# Step 4

Profit Decoder

Already have an account? Log In

Sign up

Billed monthly

Billed yearly

Pro

Change plan

Billed yearly

\$149.00

Email\*

First name\*

Last name\*

Organization\*

What best describes you?\*

Payment method

Add a discount code

ii2025

Apply

Name on card

Card number

MM / YY CVC

Use here to send instructions to the bank card issuer that issued my card to take payments from my card account in accordance with the terms of my agreement with you.

☐ By clicking I agree to the Terms and Privacy

Sign up and pay \$149.00

Fill in

# Step 5

Profit Decoder

Already have an account? Log In

Sign up

Billed monthly

Billed yearly

Pro

Change plan

Billed yearly

\$149.00

Email\*

First name\*

Last name\*

Organization\*

What best describes you?\*

Payment method

Add a discount code

ii2025

Apply

Name on card

Card number

MM / YY CVC

Use here to send instructions to the bank card issuer that issued my card to take payments from my card account in accordance with the terms of my agreement with you.

☐ By clicking I agree to the Terms and Privacy

Sign up and pay \$149.00

Click  
"Apply"

# Step 6

Profit Decoder

Already have an account? Log In

Sign up

Billed monthly

Billed yearly

Pro

Change plan

Billed yearly

\$149.00

ii2025

100% off once K

- \$149.00

\$149.00

Due at renewal

Email\*

First name\*

Last name\*

Organization\*

What best describes you?\*

Payment method

Secure, 1-click checkout with Link

Card number

1234 1234 1234 1234

Expiration date

MM / YY

Security code

CV12

Country

United States

ZIP code

12345

By providing your card information, you allow Profit Decoder to charge your card for future payments in accordance with their terms.

☐ By clicking I agree to the Terms and Privacy

Sign up

Should say  
"\$-149"

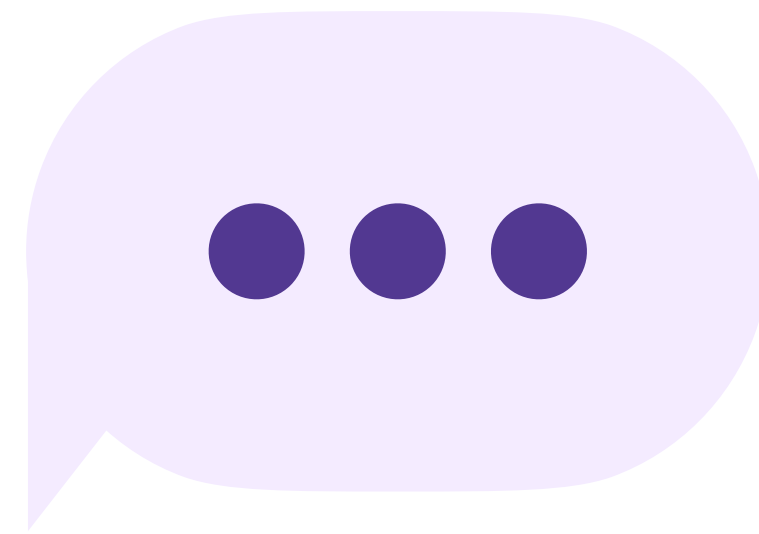
Click  
Click



★ Feedback

Let us know how we did





# Thank you

[jay@profitdecoder.com](mailto:jay@profitdecoder.com)



[jordan@profitdecoder.com](mailto:jordan@profitdecoder.com)



# Diversifying Your Income

Partner

