

Vision Business Spending Plan

(Based on 3 months of detail -- 3-5 years from now)

Categories and Subcategories	Total Annual Plan	% of Total Revenue	Details and Descriptions
Revenue Categories			<p>Before looking at revenue and sales objectives, we suggest focusing on column A: What are the products and services that you want to provide in the world? In BDA, we learn that if we provide service in alignment with Higher Power's will for us, we will be paid well, not the other way around.</p>
Life Coach -- Advanced Recovery	151,200	63.00%	Taking 12-Step recovery to the next level. Estimated 18 clients per month at \$700 per client per month.
Life Coach -- Creativity Coaching	33,600	14.00%	Unlocking creativity, especially for non-creatives. Estimated 4 clients per month at \$700 per client per month.
Life Coach -- Transitions (Home and Work)	33,600	14.00%	Life is changing -- can you keep up? Estimated 4 clients per month at \$700 per client per month.
Life Coach -- Visioning	33,600	14.00%	Learning how to ask for what you want. Estimated 4 clients per month at \$700 per client per month.
Refunds	(12,000)	-5.00%	Rarely, but it happens.
Total Revenue	240,000	100.00%	
Gross Profit from Sales	240,000	100.00%	<p>This is the money available to pay yourself and to operate your business.</p> <p>If your revenue is \$150,000 or less, please round all expenses up to the next \$25 per month; if more than \$150,000, please round up to the next \$50 per month.</p>
Banking, Insurance, and Licenses			
Bank Charges and Transaction Fees	7,200	3.00%	Usually includes transaction fees at 3% of revenue
Liability Insurance	600	0.25%	Estimate from business coach
Banking, Insurance, and Licenses Total	7,800	3.25%	

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Communication and Tech			
Computer Hardware and Accessories	3,000	1.25%	What do you want to be buying in 3-5 years?
Computer Software and Subscriptions	1,200	0.50%	Zoom, G-suite, QuickBooks, calendly (scheduling software)
Internet Services and Equipment	1,200	0.50%	
Telephone Services and Devices	1,200	0.50%	How many cell phones? How much gadgetry?
Communication and Tech Total	6,600	2.75%	
Education and Training			
Business Books and Subscriptions	600	0.25%	At least one per month
Coaching and Consulting	9,600	4.00%	Donna S -- monthly at \$400, appointments are weekly; \$400 per month for other coaching as needed
Training-Related Travel	4,800	2.00%	Travel to certification training and any other workshops and seminars -- out-of-town -- two major trips
Workshops and Seminars	3,600	1.50%	Please include BDA workshops (\$100 per mo); next-level certification -- training, testing, licensing, CE credits, everything except travel (approx \$1,200) plus an additional \$1,200 for opportunities not yet known
Education and Training Total	18,600	7.75%	

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Lead Generation			
Advertising and Branding	1,800	0.75%	Traditional marketing actions -- including logo creation, business cards, and print advertising
Client Gifts	600	0.25%	Non-meals for coaching clients who provide actionable referrals
Community, Donations, and Other Giving	7,200	3.00%	Who will your business donate to and how much? This isn't the place to tithe 10%; maybe 2-3% of total revenue?
Internet Lead Generation	2,400	1.00%	Online advertising, social media, and employees and contractors who provide these services -- to be determined
Meals with Referring Associates	600	0.25%	Meals for associates who provide actionable referrals -- average one lunch per month as host
Networking Memberships and Events	3,600	1.50%	Dues and event registrations to member organizations and associations -- INP, BNI, EAP (perhaps investigate Psychology Today or other therapists association, SHRM, ASTD, etc)
Website Maintenance	1,200	0.50%	Hosting, url, upgrades, website-based marketing, web design and development
Lead Generation Total	17,400	7.25%	

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Office and Supplies			
Office Equipment and Furnishings	1,200	0.50%	Nonconsumables; if your business is growing, is there anything you'll need to maintain your workspace and efficiency?
Office Supplies	600	0.25%	Consumables
Rent and Utilities	6,000	2.50%	Physical office, home office, etc. paid to Nancy
Office and Supplies Total	7,800	3.25%	
Professional Services			
Accounting and Tax Prep	1,200	0.50%	Accountants may do bookkeeping, but bookkeepers should not do taxes.
Bookkeeping Services	2,400	1.00%	Bookkeepers may do billing and collections, although there may be better options. -- 8 hours per month at \$25 per hour, contractor not employee
Legal Services	1,200	0.50%	Estate planning, contract review, general questions
Realtime or Virtual Assistant	2,400	1.00%	8 hours per month at \$25 per hour, contractor not employee
Professional Services Total	7,200	3.00%	

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Salaries and Benefits			
Business Owner Salary	90,000	37.50%	This is usually the cash amount to match with your personal spending plan. If you're paying yourself a salary, your taxes would be listed in the subcategory below.
Commissions and Bonuses	0	0.00%	Bonus based on exceeding revenue goal for quarter -- 33% to owner, 33% to IRS, 34% to savings or prudent reserve. Trial of outsourcing occasional coaching clients, sessions, processes, and programs -- estimated 20 hours per month at \$60 per hour -- if this works well and becomes a regular part of the revenue structure, these costs will move to cost of good sold
Contract Labor	14,400	6.00%	ADP, Paychex, maybe your bank ...
Payroll Processing	1,800	0.75%	
Payroll Taxes	45,000	18.75%	
Payroll-Related Benefits	6,000	2.50%	Medical insurance, dental, vision (\$400 per month combined); retirement (\$100 per month)
Salaries and Benefits Total	157,200	65.50%	
Transportation and Travel Total	0	0.00%	Business is 95% online; car will be personal only
Operating Expense Total	222,600	92.75%	
Net Operating Profit / Contingency	17,400	7.25%	In the plan, this is contingency. When it happens, this is profit. Ideally, there will be at least 10% in this line to cover shortfalls of income and higher than expected expenses.
Prudent Reserve	12,000	5.00%	Prudent reserve goal is 6 months (\$120,000); this is year four or later (target would be \$30k)
Savings	5,400	2.25%	Savings goal is 10% per year with no cap
Post-Savings Cash / Contingency	0	0.00%	