

# 90-Day Plan

## HOW

1. Fill in the current state financial table
2. Observe your emotions around this data
3. Prepare and generate ideas, goals for next 90-day period
4. Decide what you will do, how you will do it, and by when

## Current State Financials

<b>Current Revenue</b> – total available, year-to-date \$	\$
<b>Forecasted Revenue</b> – total active invoices, over next 90 days \$	\$
<b>Cash</b> – total available, what you can access easily NOW \$	\$
<b>Potential Cash</b> – total potential offers that you are 85% sure will close, over next 90 days \$	\$
<b>Credit</b> – total available, ready to access now \$	\$
<b>Essential Expenses</b> – monthly average \$	\$
<b>Non-Essential Expenses</b> – monthly average \$	\$

\* See Appendix for definitions and how to calculate

## Observe my emotions around my financial picture

## 90-Day Goal & Idea Generation

At the end of 90-days, July 1, what do you want to have accomplished?

### Evaluate your Ideas

1. Brainstorm ALL the ideas – don't let assumptions like "that won't work" stop you from writing it down.
2. Stand back, maybe even sleep on it – then decide on what to focus on
3. Evaluate:
  - Why do you think these are good ideas?
  - What are the positive, desired results?
  - What will it require to implement these ideas?
  - Are there any negative results that could come from this idea?
  - What if you do nothing?
4. Decide:
  - What are your top 2-3 ideas to achieve this goal?

# 90-Day Plan

90-DAY GOAL: EXAMPLE INCREASE CASH FLOW 25% BY JULY 1		
WHAT	HOW	WHEN
<i>EXAMPLE: Get invoices paid faster</i>	<i>EXAMPLE: Call my top three vendors and ask about their next payment dates, if we can speed up terms</i>	April 15
<i>EXAMPLE: Pre-Sell 80% of November Crop</i>	EXAMPLES: <ul style="list-style-type: none"> <li><i>Understand November volume expectations from my partners</i></li> <li><i>Contact my best customers, in rank order, to create contracts</i></li> <li><i>Pre-payments made on a percentage of the contract</i></li> </ul>	April 30 May 15 July 1

## APPENDIX

### INCOME

#### Revenue – What you have earned so far this year

- Definition: Revenue is the total amount of income generated by the sale of goods or services related to your company's operations. Revenue is your income before any expenses are taken out.
- How to Calculate: Add together all your business' income streams and come up with a single number. This should be a year-to-date number.

#### Forecasted Revenue - what is due to you in next 90-days

- Definition: For this exercise, we want you to sum up all the EXISTING invoices you have out there that are due to paid to you within the next 90 Days.
- How to Calculate: Add together all the invoices that have not yet been paid, and are due to be paid in the next 90-days. This will result in a single number reflective of from today to 90-days out.

#### Cash - what's in the bank right now

- Definition: For this exercise cash is defined as what you have on hand or can easily access and turn into physical cash. This includes money in your banking accounts, checks, or any other form of currency.
- How to Calculate: Add up cash from all business banking accounts, and cash, and determine a single, total number.

#### Potential Cash - value of deals are underway right now

- Definition: For this exercise, potential cash includes offers you have put out there that you are 85% sure will close within the next 90 days.
- How to Calculate: Add up the offers that you have out there. Remove any that you are less than 85% confident will close. What is left is the single number for this calculation.

#### Credit - what loans, credit is potentially available to you right now

- Definition: For this exercise, credit is defined as what options you have to access cash. This can include loans, grants, lines of credit. This is existing credit, *not potential credit*. What is the single, aggregate number of credit you have available to you now?
- How to Calculate: Add up the credit sources you have access to today. Don't ask for new credit and don't use it if you don't have to – just know what is available to you!

### EXPENSES

Recommend you list ALL expenses you can think of. Then, categorize them as either essential or non-essential.

#### Essential Expenses – need to pay these for your business to run

- Definition: Essential expenses are expenses that you must either pay by law or pay to keep the business running. These expenses are essential expenses, as we do not have the option of not paying them in any given month without incurring consequences. Essential expenses vary depending on your business.
- Examples: Rent, Insurance Payroll, Taxes, Fuel, Marketing, Utilities, Internet etc.
- How to Calculate: Add up essential expenses, calculate a monthly average.

#### Non-Essential (Discretionary) Expenses – nice to have, optional expenses

- Definition: These are expenses that are not necessary to maintain a business and, thus, are classified as discretionary expenses. In tough economic times like now, it may be necessary for businesses to cut expenditures in response to decreases in income.
- Examples: Travel, Bonuses, Presents, Events, Subscriptions, Trade Shows, Office Improvements, Entertainment
- How to Calculate: Add up non-essential expenses, calculate a monthly average.