



THE **profit** generator SCHOOL

SIX WEEK PROGRAM

with

NATHAN RIGNEY





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6 WEEK PROGRAM OUTLINE

Welcome!

**Are you interested in learning more about
The Profit Generator School Membership?**



The Profit Generator School is a 6 week program hosted by Nathan Rigney, The Profit Generator and Founder of NGR Accounting.

It is a DIY online course designed to help build an understanding of the fundamentals of Profit First and a point of reference for any content we talk about during our Coaching sessions. Your membership lasts for 6 months.



Join the Facebook Community

We always go further when we go together, therefore you will have lifetime access to the private group.



6 Weekly Online Coaching Sessions with Nathan

With a maximum of 10 people per group, you are guaranteed personal attention each week to move your business forward.



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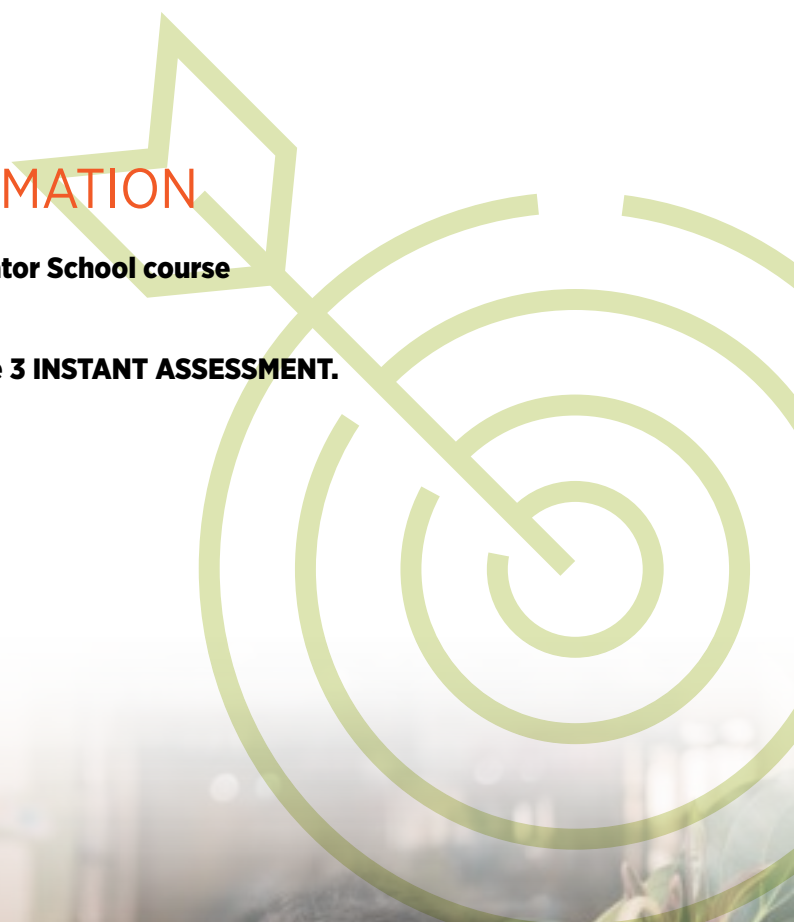
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6 WEEK PROGRAM OUTLINE

INTRODUCTION WEEK PREPARE FOR TRANSFORMATION

- Complete as much of the online Profit Generator School course
- Join our Facebook community
- Where are you now – complete Bonus Module 3 INSTANT ASSESSMENT.
- What are you CAPS?
- **WANT: think about your wants:**
 - o What do you want your profitability to be?
 - o What do you want for yourself?
 - o What do you want your lifestyle to be?



Unlock the Hidden Profits in
Your Business with
Profit Generator School



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6 WEEK PROGRAM OUTLINE

WEEK 1

- **Introduction:**
 - o Introduce yourself
 - o What business are you in?
- **Setting our intentions or goals and keeping accountable to them:**
 - o Why you are here and what do you want to achieve?
 - > What's the over-arching goal want to achieve? Why?
 - > What are the smaller goals you want to achieve?
 - o How are going to keep achieving your goals?
 - > Is there someone who can keep you accountable?
 - > Are you willing to accept the group and Nathan keep you accountable?
 - o Make sure your goals are SMART
 - o At the end of the session everyone will have 3 goals they are working on within the next six weeks.
- **Where are you now?**
 - o Instant Profit Assessment – discuss CAPS
 - o Quick Debt Assessment – discuss the results
- **First 5, next 5.**

First 5 foundation tasks you need to complete within the next week:

 - o Acknowledging aloud that you are engaged in the Profit First system, and you do want positive change to start.
 - o Non-negotiable, all your core bank accounts are setup (Revenue, Profit, Tax, Owners Comp and OpEx)
 - o Decide on your TAPS – they don't need to be perfect.
 - o Choose a day each fortnight you allocate your revenue
 - o You will make your first allocations, meaning you have started Profit First and are now working towards being profitable.



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6 WEEK PROGRAM OUTLINE

WEEK 2

- **Introduction**

- o Introduce yourself – name and business
- o Remind the group of your 3 goals you want to achieve
- o Did you achieve the First 5
 - > What worked?
 - > Any Issues?
 - > What didn't you do and why?

- **First 5, Next 5: The first five core steps should be completed and from this week to future weeks we will work through the next 5 steps**

- o Expense analysis
- o Income and Pricing analysis
- o The Profit First Formula – trusting the process will bring profitable changes
- o Profit Points: A common misconception about Profit First is that the methodology focuses entirely on reducing expenses. While expense reduction is one focus of Profit First, there are a number of additional opportunities to improve the profitability of your business.
- o Quarterly review: Celebrating Profit and staying on the path to Profit

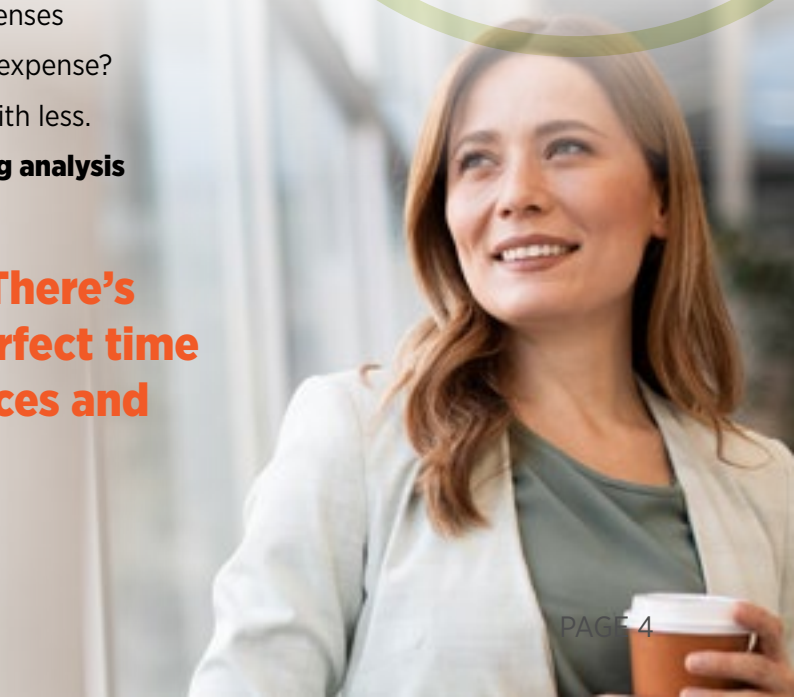
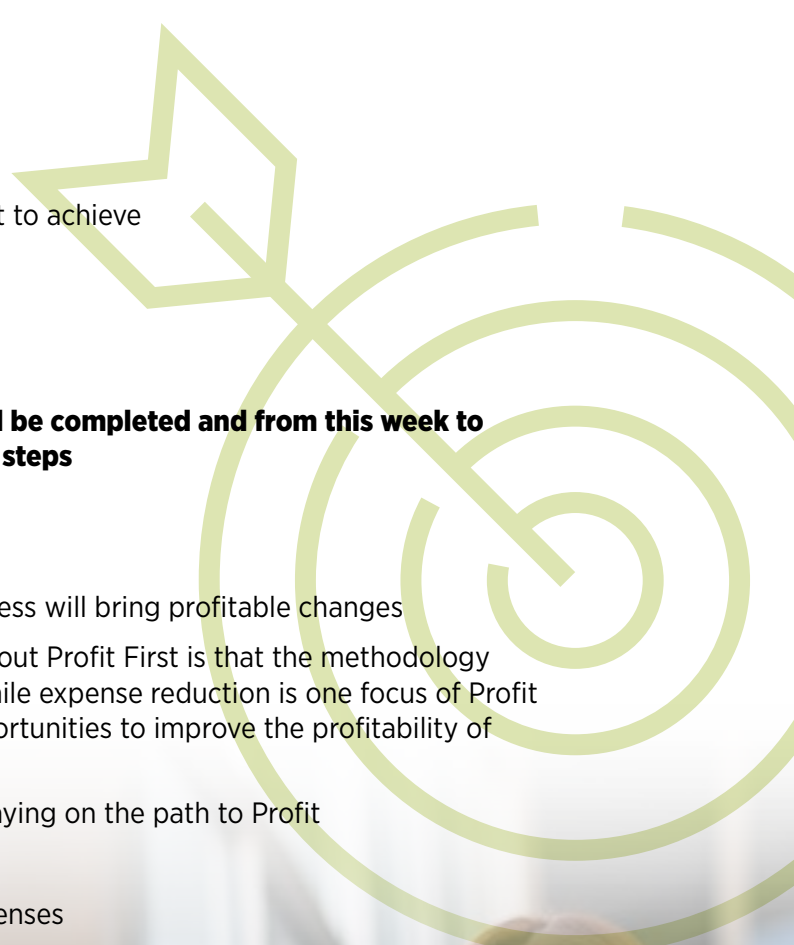
- **Next 5 topic: Expense analysis**

- o Remove, Reduce and renegotiate your expenses
- o Clarify a business expenses vs owners pay expense?
- o Forced Frugality – how you can do more with less.

- **Preparation for next week: Income and Pricing analysis**

“What are you waiting for? There’s never going to be a more perfect time to gain control of your finances and profit than right now”

Nathan Rigney, NGR Accounting





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6 WEEK PROGRAM OUTLINE

WEEK 3

- **Introduction**

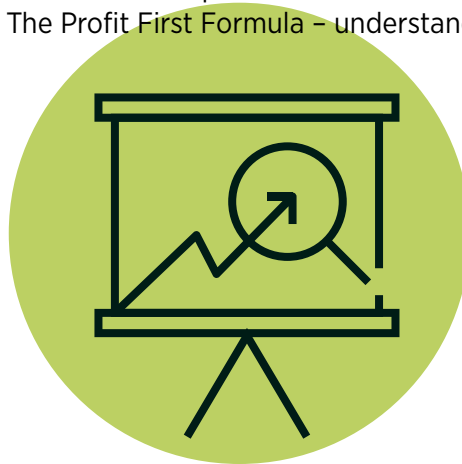
- o Introduce yourself – name and business
- o Remind the group of your 3 goals you want to achieve
- o Did you finish reviewing your expenses
 - > Remove
 - > Reduce
 - > Renegotiate

- **Next 5 topic: Pricing analysis**

- o Working out if your pricing is profitable
- o How much should I charge for my product or service? Pricing strategies, pros and cons.
- o When to increase your pricing?
- o Reasons why businesses undercharge
- o The cost of doing nothing vs setting up your pricing strategy

- **Next 5 topic: Income**

- o Invoicing
 - > Your contract, engagement and terms
 - > Regular invoicing
- o Accounts receivable
 - > Finding better ways to get paid
 - > Reviewing your debtors – are any debtors gone bad?
 - > Small claims court vs debt collector
- o New customer review – processes before accepting a new client
 - > Credit Check
 - > Payment terms initially until trust is developed
 - > Preparation for next week: The Profit First Formula – understanding why it works





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6 WEEK PROGRAM OUTLINE

WEEK 4

- **Introduction**

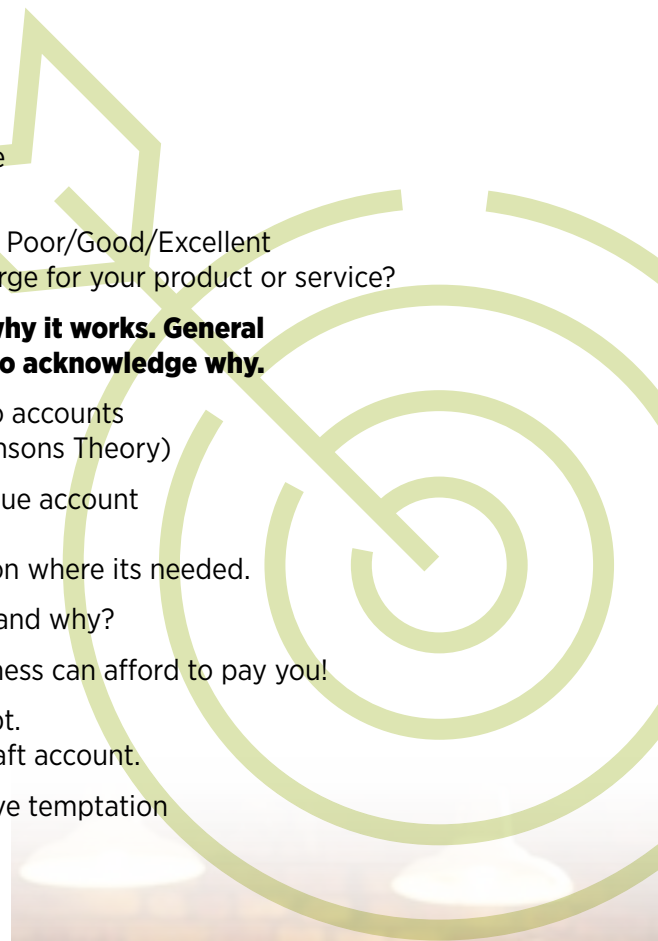
- o Introduce yourself – name and business
- o Remind the group of your 3 goals you want to achieve
- o Did you finish reviewing your pricing exercise
 - > As a Profit contributor, where did your pricing sit? Poor/Good/Excellent
 - > What changes have you made to the way you charge for your product or service?

- **Next 5 topic: The Profit First Formula – understanding why it works. General discussion to re-enforce what we have done so far and to acknowledge why.**

- o Why not have all the cash in one bank account, or two accounts
 - > Explore the mindset of unlimited resources (Parkinsons Theory)
- o Why it's important to allocate all the cash in the revenue account
 - > Revenue target during the next period
 - > The revenue is there to serve the business based on where its needed.
- o There's not enough cash in my OPEX account – what and why?
- o Owners pay account – living to the lifestyle your business can afford to pay you!
- o Paying down debt – acknowledging why you're in debt.
 - > What to do with your credit card debt and overdraft account.
- o Keeping good habits can be hard – how can we remove temptation
 - > Separate bank accounts for GST, Tax and Profit.
 - > Sticking to a plan and a routine
 - > Anchoring to your goals, monitoring and acknowledging your progress

- **Preparation for next week:**

Profit Points – beyond reducing expenses and fixing revenue, what else could be explored to improve the profitability of your business?





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6 WEEK PROGRAM OUTLINE

WEEK 5

- **Introduction**
 - o Introduce yourself – name and business
 - o Remind the group of your 3 goals you want to achieve
 - o Biggest take away from last weeks session that has made an impact and shifted your mindset
- **Next 5 topic: Profit Points. A common misconception about Profit First is that the methodology focuses entirely on reducing expenses. While expense reduction is one focus of Profit First, there are a number of additional opportunities to improve the profitability of your business. We call these “Profit Points.”**
 - o Efficiency
 - o Prospecting
 - o New Customers vs Current Customers
 - o Transactions
 - o Marketing ROI
- **Preparation for next week: recapping from week 0 to week 5. In this session we are going to go over any burning questions, areas where you want to get further clarification, and any profit generator course content questions.**

“Businesses that adopt Profit First strategies will see higher profits, and will also gain clarity, reduce stress, and make smarter, financial decisions.”

Nathan Rigney, NGR Accounting





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6 WEEK PROGRAM OUTLINE

WEEK 6

- **Introduction**
 - o Introduce yourself – name and business
 - o Remind the group of your 3 goals you want to achieve
 - o Describe your before and after transformation over the last 7 weeks.
- **Next 5 topic: Quarterly review: Celebrating Profit and staying on the path to Profit**
 - o Revisit: what were your CAPS?
 - o Review the changes you've made.
 - o Quarterly: Reap and celebrate; paying yourself your profit share.
Or reviewing how much of your debt has been reduced.
 - o Quarterly: review your invoicing and expenses, are they growing or shrinking?
 - o Reach beyond the profit first framework, what else can drive profitability?
 - > Margins
 - > Creating or improving systems and processes
 - > Investments
 - > Growth and expansion strategies
 - > Maintaining Health
- **Course wrap, questions and answers.**



So that's it in a wrap!
We'd love to see you in the membership and work together to building you a business you can be proud of, and highly profitable.

<https://ngraccounting.thinkific.com/>