



Simple CASH FLOW ANALYSIS

STEP 1 Identify your gym's Real Revenue for the calendar year - (*Real Revenue is explained below*)

STEP 2 Pick from the Financially Fit table below that matches your **Real Revenue**

STEP 3 Complete column "actual" in the cash flow analysis table for the calendar year

STEP 4 Using the column you chose from step #2, fill out the PF% in the cash flow analysis table

STEP 5 Multiply your real revenue amount by each of the PF% and input those numbers in the PF% column

STEP 6 Now take the PF\$ amount and subtract it from the Actual number and put the answer in the compare column

STEP 7 For the final column "The Fix" it's time to input either "increase" or "decrease" based on if the Compare column is positive (decrease) or negative (increase)

How to determine what your "**Real Revenue**" is – Real revenue is the important distinction between your total income minus your team member costs. So to attain your real revenue figure, you will need to take your total income from the same period from above, and minus the total cost of your team (whether independent contractors, employees, or your pay from coaching classes) That number will get you - **Real Revenue**.

Now What?

After you fill out all of the table you will have a quick snap shot of where your money is going, how much is being shifted to certain areas, and if you are proportionate to the elite, successful gyms out there crushing the market.



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	Financially Fit % Real Rev Range (up to)		
	\$300,000	\$650,000	\$1,000,000
Real Revenue	100%	100%	100%
Team Members	25%	25%	25%
Profit	5%	10%	15%
Owner's Pay	15%	15%	15%
Tax	5%	10%	10%
Equipment	5%	5%	5%
Operating Expenses	45%	35%	30%

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	Cash Flow Analysis					
	Actual	Actual %	TAP %	PF\$	Compare	The Fix
Top Line Revenue						
Cost of Items You Sell						
Real Revenue						
Team Members						
Profit						
Owner's Pay						
Tax						
Equipment						
Operating Expenses						