# The 4 Key Numbers to Know

Microgym Owners

INCITE
TAX & ACCOUNTING

# The 4 Key Numbers

## Real Revenue

- Different than “Total Revenue”
- Makes all businesses comparable

## Owner’s Pay

- Take home pay
- The cost of your lifestyle

## Profit

- What comes back to you because you are the owner of the business
- Also known as “Return on Investment”

## Tax

- This can be minimized
- The business generates the burden of the tax so it should be the one that pays the tax
- You shouldn’t have to pay the tax out of your lifestyle money.

# Two Other Numbers

## Team Members

- Payment to coaches regardless of compensation model or tax status (w-2 or 1099)
- Includes payments to you if you coach classes
- Payments to all team members

## Equipment

- Wear and tear is a given
- The timing is not a given
- Save small and consistently