

The Do It Now Profit System™

Stop Shoebox Bookkeeping and See Your Real Profit Per Client in 7 Days

The Expensive Truth About "Figure It Out Later"

Let me paint you a picture that might sound familiar.

You're a successful coach or consultant. Revenue is flowing in. Clients love your work. You're hitting six figures or beyond. Life should be good, right?

But here's what's actually happening behind the scenes: You've got receipts scattered across three different apps (and probably some physical ones stuffed in a drawer). Your personal and business expenses are mixed together like a financial smoothie. When someone asks about your profit margins, you give them a rough guess based on what "feels" right.

You tell yourself you'll "figure it out later" when things slow down. Except things never slow down, do they?

After 12 years of cleaning up these messes as a bookkeeper, I can tell you exactly where this leads. I once worked with a client who had built such a chaotic system that they needed an entire accounting team just to pay bills on time. Even with two overwhelmed bookkeepers trying to sort through backlogged invoices, they were still missing payment deadlines and damaging vendor relationships.

The real kicker? By the time they came to me, they'd accidentally built a business that required significant professional financial guidance instead of simple bookkeeping. That's not a modest monthly expense – that's substantial ongoing professional fees they never planned for.

Here's what "figure it out later" actually costs you:

Immediate Costs:

- Late payment fees because you can't track when bills are due
- Missed tax deductions because receipts are scattered or lost
- Overpaying for professional cleanup (I've seen 3-5x normal rates for untangling chaos)
- Time wasted searching for financial documents during crunch periods

Hidden Long-term Costs:

- Building a business that requires expensive ongoing professional help
- Making uninformed decisions because you can't see actual profitability
- Missing growth opportunities due to poor cash flow visibility
- Difficulty accessing funding because your books look like a crime scene

But here's the thing – it doesn't have to be this way.

The Aha Moment That Changes Everything

In my experience, successful coaches and consultants have one breakthrough moment that transforms how they think about their finances. It's not when they learn fancy accounting terminology or set up complex systems.

It's when they finally understand the connection.

When you close a client, there's a complete financial story: Here's the revenue that came in (your invoice). Here are the related costs that went out (bills for tools, staff payments, vendor fees). Here's your actual profit on this specific piece of work.

Most coaches I work with can tell you their gross revenue to the penny. But ask them about the true profit on their last three clients, and they're guessing. That's not business management – that's hoping.

The Do It Now Profit System™ helps you make this connection immediately, so you can stop guessing and start knowing.

Why This Isn't Just About Organization

Let me be clear about something: this isn't about becoming a bookkeeping expert or loving spreadsheets. This is about having the financial clarity to make smart business decisions.

When you can quickly see that Client A was highly profitable but Client B barely broke even, you start making different choices about:

- What types of projects to pursue

- How to price your services
- Where to invest your time and energy
- Which expenses are actually worth it

Good bookkeeping isn't just about compliance or keeping the IRS happy. It's about access to funding, better cash flow management, and making your money work harder for you.

The difference between bookkeeping and accounting? Bookkeeping is recording what happened. Accounting is analyzing what it means and planning what comes next. You need both, but you can't have meaningful accounting without organized bookkeeping first.

That's where **The Do It Now Profit System™** comes in.

Your Current Financial Reality Assessment

Before we dive into the system, let's get honest about where you're starting from. This isn't about judgment – it's about creating a baseline so you can see your progress.

Shoebox Reality Check

Rate each statement from 1-5 (1=Never, 5=Always)

Expense Tracking:

- I capture business expenses as they happen: ___
- I can distinguish personal vs. business purchases: ___
- I know what I spent on business expenses last month: ___

Bill Management:

- I know exactly when my business bills are due: ___
- I pay bills on time without scrambling: ___
- I have a system for organizing paid bills: ___

Revenue Tracking:

- I send invoices promptly after completing work: ___
- I know which clients owe me money right now: ___
- I can find documentation for any payment I received: ___

Profitability Awareness:

- I can calculate profit for my last completed client: ___
- I know my most and least profitable types of work: ___
- I make pricing decisions based on actual cost data: ___

Total Score: ____/50

Your Score Breakdown:

- 40-50: You're already doing well, this system will optimize what you have
- 30-39: You've got some pieces in place, we'll fill the gaps
- 20-29: Classic "figure it out later" territory, but totally fixable
- Below 20: Full shoebox situation, but don't worry – I've seen worse, and they're thriving now

Regardless of your score, you're about to implement a system that will make these financial basics automatic.

Understanding The Do It Now Profit System™

The Do It Now Profit System™ is built on one simple principle: every business transaction has a profit story, and you should know that story immediately, not months later when your accountant sorts it out.

This isn't about perfect bookkeeping or learning complicated software. It's about creating a simple, sustainable system that connects your revenue to your costs so you can see real profitability in real-time.

The Three Pillars of the System

Pillar 1: Immediate Capture

Every business expense, bill, and revenue gets captured when it happens, not when you remember to deal with it.

Pillar 2: Connected Tracking

You can see how expenses relate to specific clients or projects, so profit isn't a mystery.

Pillar 3: Quick Analysis

Within minutes, you can calculate the actual profit from any piece of completed work.

What Makes This Different

Most financial advice for small businesses falls into two categories: "Use this complicated system that takes hours to maintain" or "Just keep better receipts." Both miss the point.

Successful coaches and consultants need something that works with how they actually operate – fast-paced, client-focused, and often working from multiple locations. **The Do It Now Profit System™** meets you where you are while building the foundation for sustainable growth.

This system follows Profit First principles, which means you're not just organizing expenses – you're building a framework for profitable decision-making.

The Seven-Day Quick Win

By the end of this week, you'll be able to look at your most recent completed client project and know:

- Exactly what they paid you (gross revenue)
- Exactly what it cost you to deliver (all related expenses)

- Your true profit margin on that work
- Where to find every document related to that project

That's not just organization – that's business intelligence.

Day 1-2: Stop the Shoebox Mentality

The Digital Transition

First things first: we're getting you out of the shoebox and into the digital age. But not with some complicated system that requires a learning curve. We're using tools that work the way you already think.

For Expenses: Choose Your App

You need ONE place where business expenses get recorded immediately. Here are your options:

- **Your phone's camera + cloud storage:** Simple but effective. Take photos immediately, sort later.
- **Dedicated expense app:** Shoeboxed, Expensify, or similar. They OCR receipts and categorize automatically.
- **Your existing business banking app:** Many have built-in expense tracking features.

The best system is the one you'll actually use consistently. If you're already comfortable with your banking app, start there. If you love tech solutions, try a dedicated expense app.

The Two-Minute Rule

When you make a business purchase, you have exactly two minutes to capture it. Longer than that, and you'll tell yourself you'll "deal with it later." We know how that story ends.

For Bills: The Check and Save System

When bills arrive (physical or digital):

1. **Check:** Is this accurate? Does the amount match what you expected?
2. **Date:** When is this due? Put it in your calendar with a 3-day early reminder.
3. **Save:** File it digitally in a folder named "Bills-[Month]" and physically if needed.

This isn't just about organization – late payments damage vendor relationships and cost you money in fees.

For Invoices: Send and Track

If you invoice clients:

1. Send invoices within 24 hours of completing work (while the value is fresh in their minds)
2. Include payment terms clearly (when it's due, how to pay)
3. Track in a simple "money owed to me" list
4. Follow up professionally when payments are late

Many coaches lose thousands annually just by being slow to invoice or poor at follow-up.

Your Implementation Tasks (Day 1-2)

Day 1:

- Choose your expense tracking method
- Set up bill organization folders (digital and physical if needed)
- Review your current invoice system

Day 2:

- Practice the two-minute rule with any purchases you make
- Check any outstanding bills for due dates
- Send any overdue invoices

Troubleshooting Common Day 1-2 Issues

"I made several business purchases yesterday before setting this up"

No problem. Gather those receipts now and process them through your chosen system. This is the last time you'll do a batch catch-up.

"I'm not sure if something is a business expense"

When in doubt, capture it and mark it as "review needed." You can categorize properly later, but you can't recover a lost receipt.

"My invoicing system is complicated"

For this week, focus on getting clear on what you're owed, not perfecting the system. Optimization comes after organization.

Remember: this is about building habits, not perfection. If you capture 80% of expenses immediately, you're infinitely better off than capturing 100% eventually.

Day 3-4: Connect Revenue to Costs

Understanding the Connection

This is where most coaches and consultants have their breakthrough. You're not just organizing expenses randomly – you're connecting them to the revenue they helped generate.

Every time you close a client, there's a profit story:

- The revenue that came in (what they paid you)
- The direct costs (tools, software, contractors you hired specifically for this project)
- The indirect costs (your general business expenses allocated to this timeframe)
- Your actual profit

The Client Project Tracker

For your next completed client project, you're going to track the full financial picture. This becomes your template for future projects.

Client Project Financial Tracker - Part 1: Revenue & Direct Costs

Client: _____ _____ Project Dates: _____ to _____ REVENUE: Invoice: \$ _____ Additional: \$ _____ DIRECT COSTS: Date -----	Sent: _____ Date: _____ Vendor/Description ----- ---	Paid: _____ Total: \$ _____ Amount ----- \$ \$ \$ \$	Receipt -----
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[Error: Could not parse tracking-log format]

Use this tracker for your most recent completed client project. If you don't have exact numbers, estimate as closely as possible – this is about building the thinking process.

Making the Mental Connection

As you fill out this tracker, you'll start seeing patterns:

- Which types of projects have higher direct costs
- Where your overhead is eating into profits
- Which clients are actually most profitable (hint: it's not always the highest-paying ones)

This is why organized bookkeeping matters – not for the IRS, but for your business decisions.

Your Implementation Tasks (Day 3-4)

Day 3:

- Choose a recent completed client project
- Gather all financial information related to that project
- Fill out the Client Project Financial Tracker

Day 4:

- Review your profit calculation
- Identify any missing expense information
- Note surprises (higher or lower costs than expected)

What You're Looking For

By Day 4, you should be able to complete this sentence: "For [Client Name], I generated \$[X] in revenue, it cost me \$[Y] to deliver, so my actual profit was \$[Z], which is a [%] margin."

If you can say that sentence with real numbers, congratulations – you've just moved from guessing about profitability to knowing about profitability.

Common Discoveries During Days 3-4

"My profit margins are lower than I thought"

This is common and valuable information. Now you can make informed decisions about pricing, efficiency, or cost management.

"I can't find receipts for several expenses"

Note these as "estimated" and commit to better capture going forward. You're building a system for the future, not auditing the past.

"Some expenses don't clearly relate to specific clients"

Those are overhead costs. They should be allocated across all your revenue, which is what the "indirect costs" section handles.

Day 5-6: Build Your Profit Visibility System

The Sustainable Approach

Now that you've connected revenue to costs for one project, we're building a system you can maintain without becoming a full-time bookkeeper.

The goal is simple: every month, you should be able to quickly calculate your overall profit and identify your most and least profitable work.

Your Monthly Profit Dashboard

Instead of complex accounting software, you're creating a simple dashboard that tells you what you need to know.

Monthly Profit Dashboard Template - Part 1

Month/Year: _____

TOTAL REVENUE:

Client payments received: \$_____

Other income: \$_____

Total Revenue: \$_____

TOTAL EXPENSES:

Direct client costs: \$_____

Business overhead: \$_____

Total Expenses: \$_____

NET PROFIT: \$_____

Profit Margin: _____%

CLIENT PROFITABILITY RANKING:

Most Profitable:

1. _____ (_____% margin)
2. _____ (_____% margin)
3. _____ (_____% margin)

Monthly Profit Dashboard Template - Part 2

Month/Year: _____

CLIENT PROFITABILITY RANKING (continued):

Least Profitable:

1. _____ (% margin)

2. _____ (% margin)

3. _____ (% margin)

KEY INSIGHTS THIS MONTH:

- What types of work were most profitable?
- Which expenses were higher than expected?
- What patterns do I notice?

The Weekly Profit Check

Once a week (I recommend Friday afternoons), spend 15 minutes updating your financial picture:

1. **Check your expense app:** Categorize any uncategorized expenses
2. **Review outstanding invoices:** Follow up on anything overdue
3. **Update completed project trackers:** Calculate profit on any finished work
4. **Note any insights:** What did you learn about your business this week?

This isn't busy work – this is business intelligence gathering.

Your Implementation Tasks (Day 5-6)

Day 5:

- Set up your Monthly Profit Dashboard template
- Gather financial information for the current month
- Fill out as much as you can with existing data

Day 6:

- Complete your first monthly dashboard
- Schedule your weekly 15-minute profit check
- Identify the biggest surprise from your dashboard

Making Decisions with Your Data

Now that you can see profitability clearly, you can make informed decisions:

If certain clients are consistently low-margin:

- Raise prices for that type of work
- Find ways to deliver more efficiently
- Refer that work to someone else

If specific expenses are eating profits:

- Negotiate better rates with vendors
- Find alternative tools or services
- Evaluate whether the expense is truly necessary

If overhead costs are too high:

- Look for redundant subscriptions
- Negotiate better rates on fixed costs
- Consider which expenses directly contribute to revenue

This is the power of connected financial data – you stop guessing and start optimizing.

Day 7: Professional-Ready Setup

Creating Books That Professionals Won't Curse At

Here's what happens when you eventually work with a bookkeeper, accountant, or tax professional: they'll spend the first hour reviewing your records. If they're organized and logical, you pay normal rates for forward-looking advice. If they're a mess, you pay premium rates for cleanup work.

Today we're ensuring your books are professional-ready from the start.

The Three-Folder System

Folder 1: Revenue Documentation

- All invoices sent (organized by month)
- Payment confirmations
- Client contracts or agreements

- Any revenue-related correspondence

Folder 2: Expense Documentation

- Receipts organized by category and month
- Bill payment confirmations
- Vendor agreements
- Business credit card statements

Folder 3: Financial Analysis

- Your monthly profit dashboards
- Client project trackers
- Any financial reports or summaries
- Tax-related documents

This system works whether you prefer digital folders, physical files, or a combination.

The Professional Handoff Checklist

When you eventually work with financial professionals, they'll ask for specific information. Having this ready saves you money and earns you respect:

Basic Business Information:

- Legal business name and structure
- Federal tax ID number
- Business bank account information
- Business address and contact information

Financial Documentation:

- 12 months of bank statements
- All receipts organized by category
- Invoice records and payment tracking
- Any existing financial reports

Operational Context:

- Description of services you provide
- Typical project timeline and billing cycle
- Peak revenue months (if seasonal)
- Any unique aspects of your business model

Your Implementation Tasks (Day 7)

Complete Professional Setup:

- Organize existing documents into the three-folder system
- Create a "Professional Handoff" folder with basic business info
- Update any missing documentation
- Do a final review of your week's progress

Measuring Your Seven-Day Progress

By the end of Day 7, you should be able to:

- ✓ Capture business expenses immediately when they happen
- ✓ Track bills and pay them on time
- ✓ Calculate actual profit on completed client work
- ✓ Find any financial document within two minutes

- ✓ Complete a monthly profit analysis
- ✓ Hand organized records to a professional without embarrassment

Most importantly, you should be able to answer this question: "Looking at my last completed client project, did I actually make money, and how much?"

If you can answer that question with confidence and specific numbers, you've successfully implemented **The Do It Now Profit System™**.

Beyond the Seven Days: Maintaining Your System

The Monthly Business Review

Once you've built the foundation, maintaining it is simple. Once a month, spend 30 minutes reviewing:

- Your profit dashboard from the previous month
- Trends in profitability across different types of work
- Expense categories that are increasing
- Opportunities to improve efficiency or pricing

This monthly review keeps you connected to your financial reality and helps you make strategic decisions.

When to Upgrade Your System

As your business grows, you'll eventually outgrow simple tracking methods. Here are the signs it's time to upgrade:

Time to add dedicated bookkeeping software when:

- You're doing more than 20 transactions per month
- You need detailed reporting for investors or partners
- You're managing inventory or complex project accounting
- Tax preparation requires more detailed categorization

Time to seek professional guidance when:

- Your monthly financial review takes more than an hour
- You need strategic tax planning
- You're considering major business investments
- You want to understand cash flow forecasting

But here's the key: because you've built organized systems from the start, you'll pay for strategic advice, not cleanup work.

Avoiding the "Figure It Out Later" Trap Again

Success breeds complexity. As your business grows, new financial challenges will emerge:

- Multiple revenue streams
- Team member payments
- Quarterly tax planning
- Investment decisions

The temptation will be to "figure it out later" again. Don't. Instead, apply the same principle: deal with new complexity immediately, not eventually.

When new financial situations arise, ask yourself: "How can I build a system to handle this properly from day one?" That question will save you thousands in professional cleanup fees later.

Your Next Steps

Now that you can see your true profitability, you're ready for strategic questions:

- Which types of clients should you pursue more aggressively?
- Where should you invest in improving efficiency?
- What pricing changes would optimize your profit margins?
- How can you reduce costs without impacting quality?

These are the questions profitable businesses ask. The difference is, now you have the data to answer them.

Warning Signs: When Your System Needs Attention

Even with **The Do It Now Profit System™** in place, watch for these warning signs that indicate you need to reassess:

Red Flags:

- You're guessing about cash flow more than once a month

- Bill payments are becoming regularly late
- You can't calculate profit on recent projects
- Financial questions take more than a few minutes to answer
- You're avoiding looking at your financial information

What to Do:

- Return to the seven-day implementation process
- Identify which step broke down
- Recommit to the habits that were working
- Consider whether you need additional systems or professional help

Remember: every successful coach and consultant who's built a sustainable business has had to master financial visibility. It's not about loving numbers – it's about making informed decisions.

The Compound Effect of Good Financial Habits

The real value of **The Do It Now Profit System™** isn't just organization – it's the compound effect of better decisions.

When you know which work is profitable, you do more of it. When you know which expenses are worthwhile, you invest smartly. When you know your cash flow patterns, you plan effectively.

These small improvements compound into significant business growth over time.

Final Implementation Checklist

Before considering your system complete, verify you can do all of these:

Daily Habits:

- Capture business expenses within two minutes of purchase
- Check and file bills when they arrive
- Send invoices within 24 hours of completing work

Weekly Habits:

- 15-minute profit check every Friday
- Follow up on overdue invoices
- Categorize any uncategorized expenses

Monthly Habits:

- Complete profit dashboard
- Analyze most and least profitable work
- Review and optimize business expenses
- Plan improvements for the following month

Professional Readiness:

- All documents organized and findable within 2 minutes
- Basic business information compiled and current
- Financial records ready for professional review
- Clear understanding of your profit margins

If you can check every box, congratulations. You've built a foundation that will serve you well as your business grows.

More importantly, you've shifted from "figure it out later" to "handle it now." That mindset change alone will save you thousands and position you for sustainable growth.

The Do It Now Profit System™ isn't just about bookkeeping – it's about taking control of your financial future, one transaction at a time.

Welcome to the ranks of coaches and consultants who actually know whether they're making money. Your future self will thank you.