

Technology Marketing Toolkit
Mastermind Kickoff Webinar

Information for Sessions

Mike Maxson

Mike.Maxson@crbcpa.net

256-704-0620 (Company Main)

256-562-2337 (Direct)



Simple **Numbers**[®]

General Info

- Dedicated Website for Group:
<https://simplenumbers.me/tmtkmastermindgroup/>
- The website contains:
 - These slides
 - Client Setup Form
 - Simple Numbers Strategic Questionnaire
 - Document request list
 - Employee Wage Breakout
 - Secure Upload link

Considerations When Gathering Data

- Access to accounting system is preferred
 - Please include username or password. If email is used to setup user, please use mike.maxson@crbcpa.net
 - We will not be making any changes in your books, only exporting reports
 - If we are unable to have access:
 - Please send balance sheet and Profit & Loss by month in excel
 - Please include all months on single excel sheet if possible

Data continued...

Examples of the by month format:

Sample Company Balance Sheet As of December 31, 2011

Description	2012-11	2012-12	2013-01	2013-02	2013-03	2013-04
ASSETS						
Current Assets						
Checking/Savings						
100 - Petty Cash	732.93	924.14	651.75	804.38	927.70	558.62
106 - Colonial Bank	0.00	0.00	0.00	0.00	0.00	0.00
107 - First Commercial Bank	84,593.14	44,570.82	34,268.49	11,096.92	14,647.67	54,865.82
Total Checking/Savings	85,326.07	45,494.96	34,920.24	11,901.30	15,575.37	55,424.44
Accounts Receivable						

Sample Company Profit & Loss January 2009 through December 2011

Description	2009-01	2009-02	2009-03	2009-04	2009-05
Ordinary Income/Expense					
Income					
400 - Fee Income	95,866.05	94,160.00	135,764.50	235,684.60	101,868.65
401 - Hosted Services Income	0.00	0.00	0.00	0.00	0.00
402 - Refunds	0.00	0.00	0.00	0.00	0.00
403 - Write-offs	-500.00	0.00	-170.00	-670.00	-210.00
404 - Consulting Income	0.00	0.00	0.00	0.00	0.00
407 - Community Service	-1,740.00	-1,332.50	-2,192.00	-1,809.10	-1,589.05
409 - Penalties - Service Failures	-114.00	-94.78	0.00	0.00	0.00
410 - Miscellaneous income	40.00	0.00	0.00	0.00	0.00
460 - Fee Income - FPA adjustment	0.00	0.00	0.00	0.00	0.00
Total Income	93,552.05	92,732.72	133,402.50	233,205.50	100,069.60

Example of labor breakout:

Labor Breakout		2015-01	2015-02	2015-03	2015-04
	Title				
Mike	Accountant	3000	3000	3000	3000
Emma	Consultant	4000	4000	4000	4000
Sara	Consulting Services Rep	2000	2000	2000	2000
Emma	Event Planner	1500	1500	1500	1500
Total Direct Labor		10,500.00	10,500.00	10,500.00	10,500.00
Veronica	Director of Marketing	4000	4000	4000	4000
Heather	Marketing Coordinator	2000	2000	2000	2000
Chad	Web Designer	2000	2000	2000	2000
Total Marketing Labor		8,000.00	8,000.00	8,000.00	8,000.00
Susan	Admin Assistant	2100	2100	2100	2100
Mike	Office Manager	3100	3100	3100	3100
Jack	CEO	5500	5500	5500	5500
Sara	HR Manager	2500	2500	2500	2500
Mngt Labor		13,200.00	13,200.00	13,200.00	13,200.00