

Often this is where we trip, we see money in the bank and spend it – Bank Account Accounting! To help you control this, take a minimum 20% deposit for booking and keep this in a separate, higher interest earning account. This covers your GST, PAYG, etc for the end of quarter BAS and will give you a buffer for emergencies.

You need to figure out how much you will allocate to marketing, advertising, stock, professional services, education, subscriptions/memberships, etc. As well as any big services, such as rebranding, website changes,

You can calculate and track your budget monthly or quarterly

DESCRIPTION	MTHLY/QTRLY BUDGET	ANNUAL BUDGET
MARKETING		
ADVERTISING OFFLINE		
ADVERTISING ONLINE		
EDUCATION		
SUBSCRIPTIONS / MEMBERSHIPS		
PROFESSIONAL SERVICES		
PROFESSIONAL SERVICES		
PROFESSIONAL SERVICES		
ADDITIONAL STOCK		
OTHER		
OTHER		
OTHER		