

THE HOWARD PARTRIDGE INNER CIRCLE

INSPIRATION TO IMPLEMENTATION



Welcome!



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How to MASTER the Phenomenal GAME of Business So You Can LIVE Your Phenomenal DREAM Life!

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Join Team Phenomenal and Discover...

How to Master the Phenomenal Game of Business So You Can Reach Your Biggest Dreams in Life!



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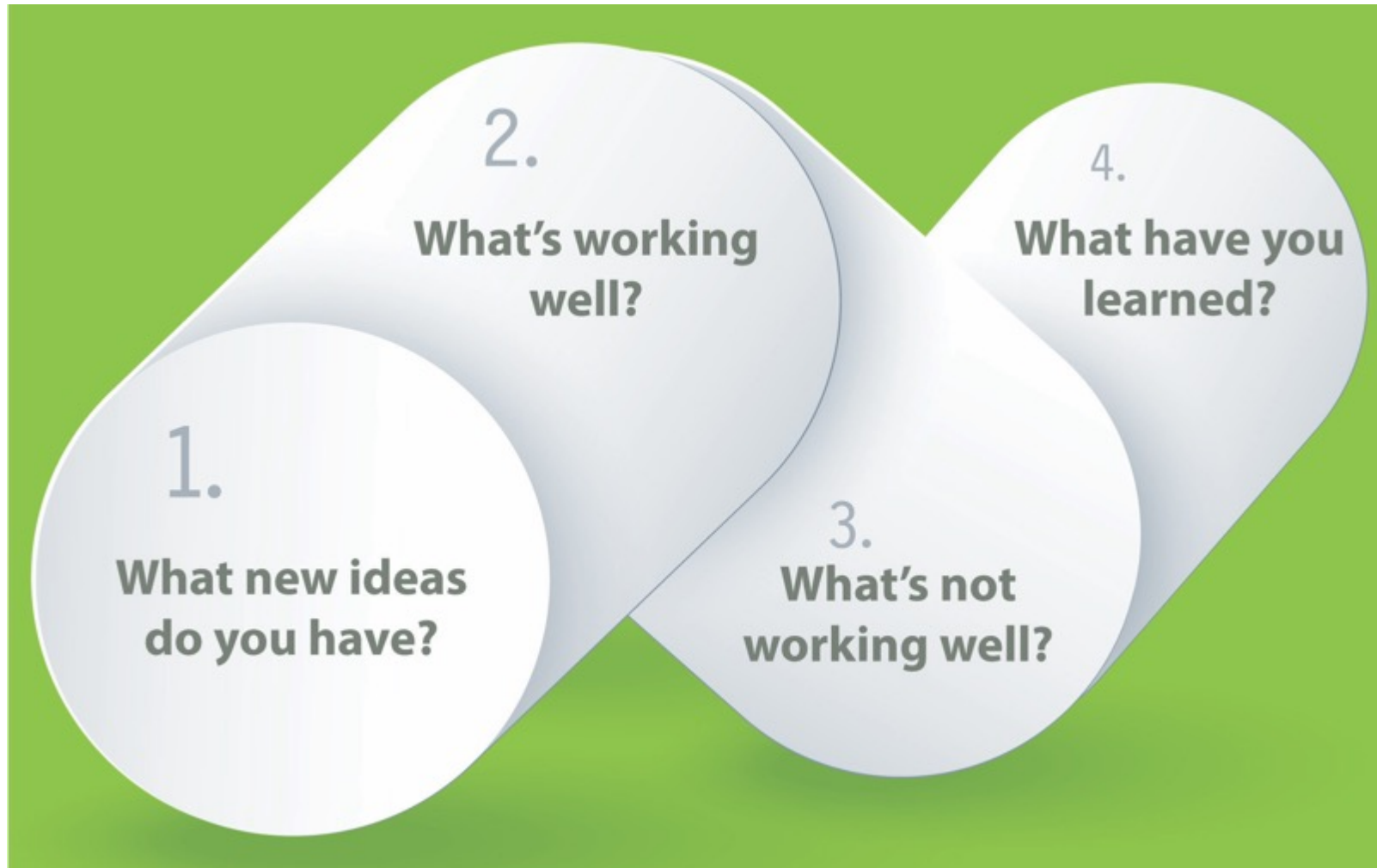
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Step 1: Create Your VISION!

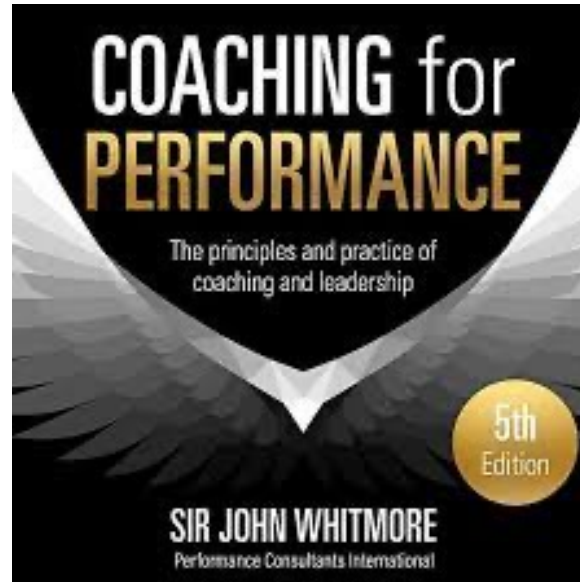


Step 2: Assess Your Business





Step 4: Change the Game



Goal

What do
you want?

Reality

Where are
you now?

Options

What could
you do?

Will

What will
you do?

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Step 5: Know the Score!





Your Income Statement

\$ _____	Sales (All Revenue)
- \$ _____	Cost of Services Sold (COGS)
= \$ _____	Gross Profit (GP)
- \$ _____	Fixed Expense (Overhead)
= \$ _____	Net



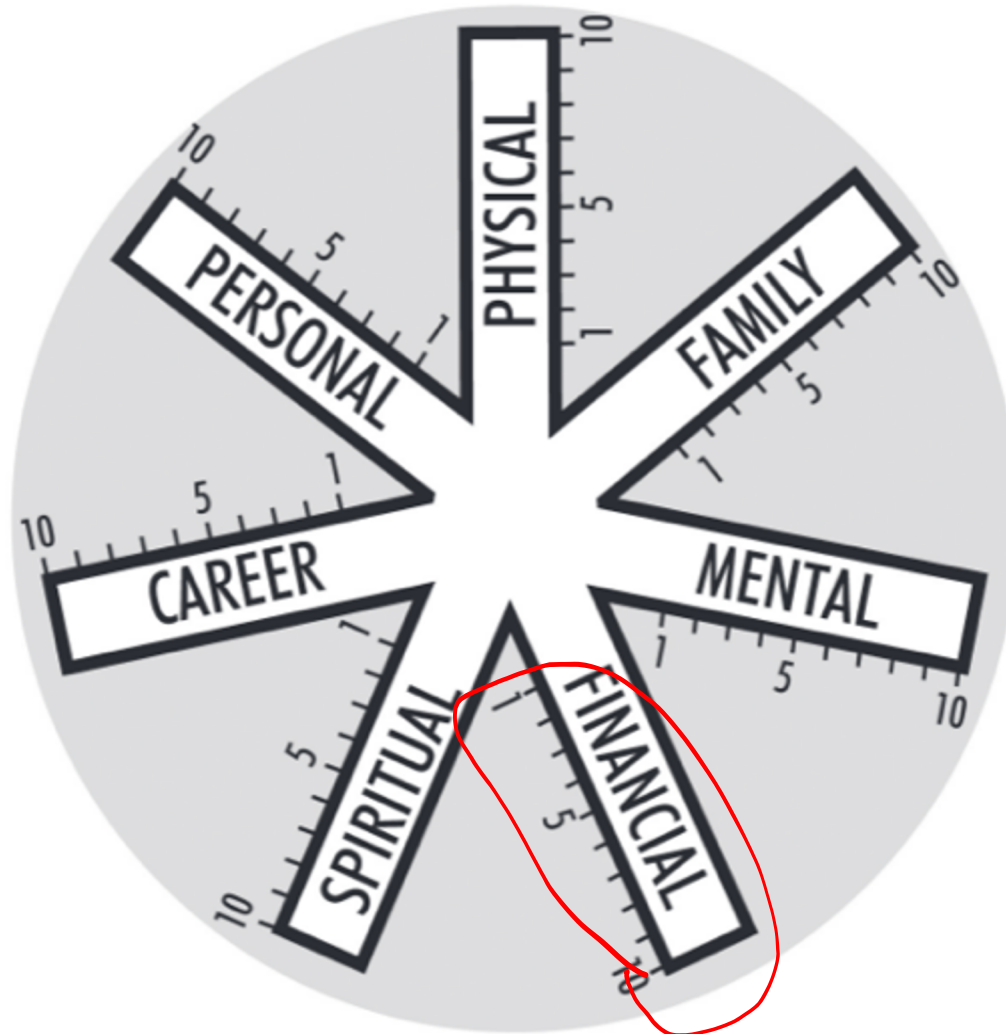
Phenomenal Profits!

- A business without a profit is just a hobby!
- Healthy profits cure all other business evils.
- Healthy profits can make a difference in the world

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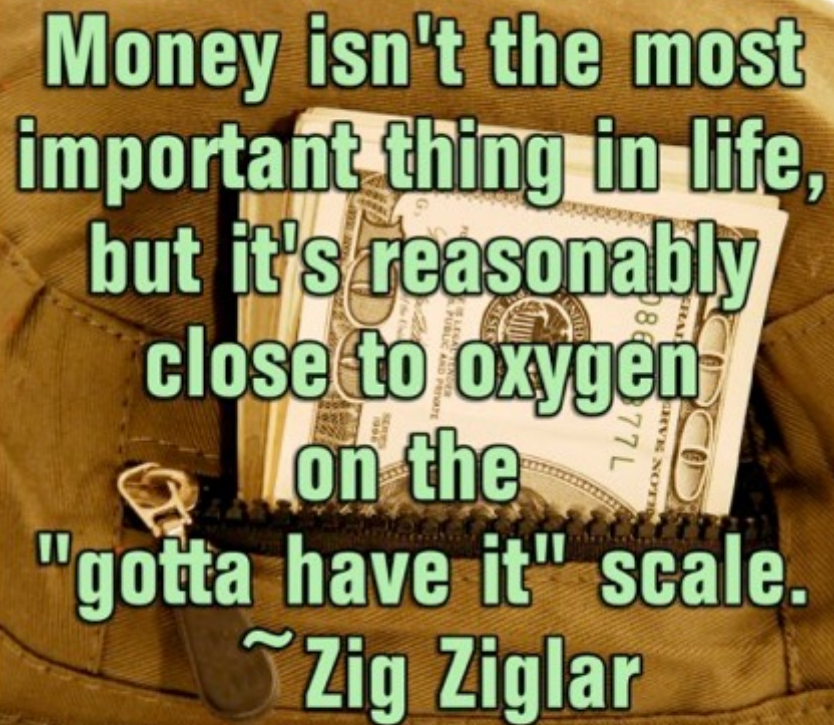
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**Money isn't the most
important thing in life,
but it's reasonably
close to oxygen
on the
"gotta have it" scale.
~ Zig Ziglar**

Ziglar.com



My Money Story...





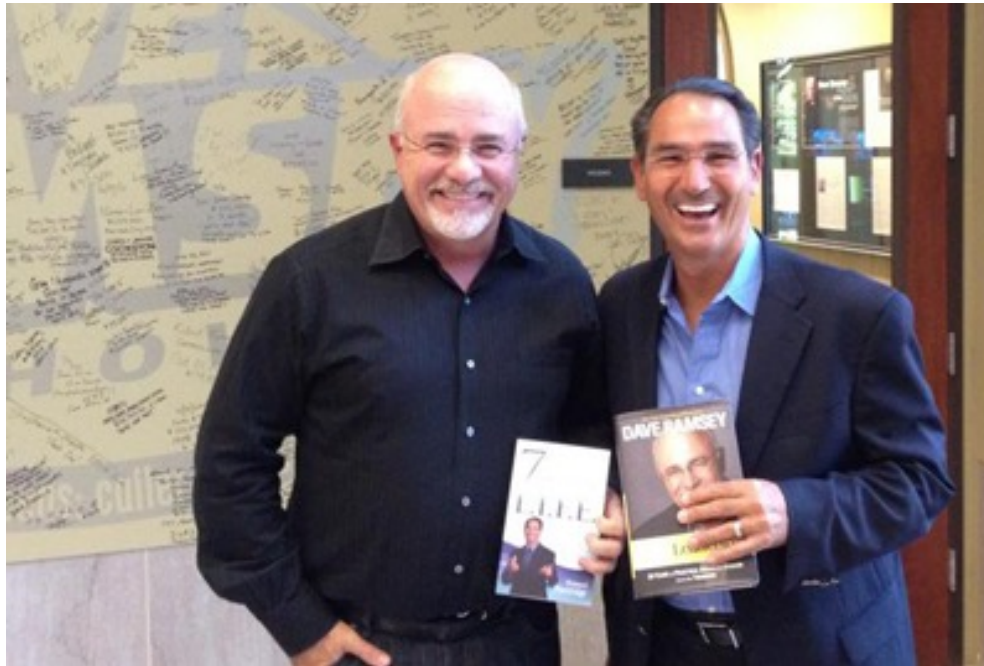
My Money Story...

- Ellen Rohr
- **HUGE PROFITS!**
- Plus Phenomenal Products
- Plus Other Income Streams



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Now I'm DEBT FREE!



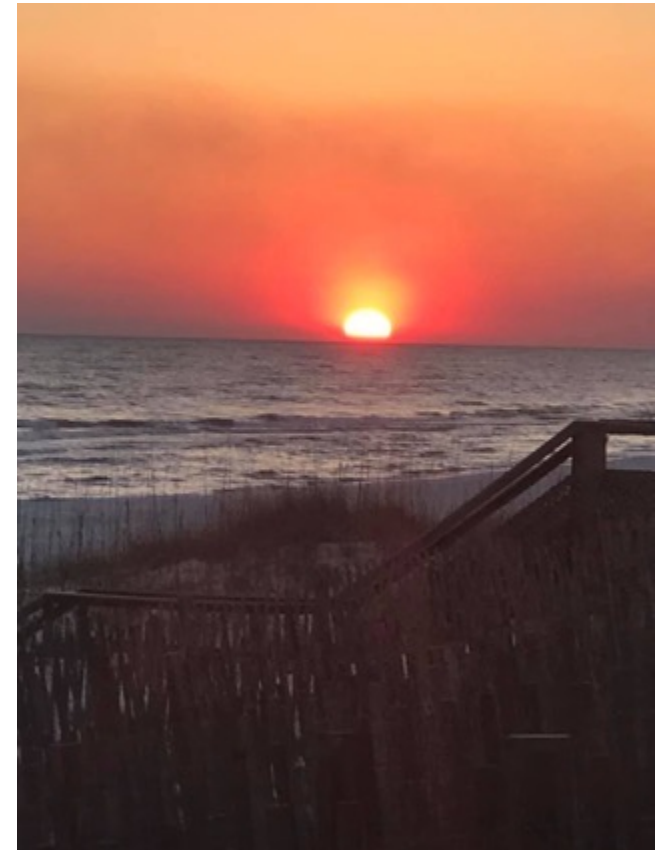
**“What would YOU do
with more money?”**

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Your Profits Fund Your DREAMS!



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A large number of US one hundred dollar bills are arranged in a circular pattern, with their edges pointing outwards and their centers meeting at a white circular void in the middle. The bills are slightly overlapping and tilted at various angles, creating a sense of depth and movement. The portrait of Benjamin Franklin is visible on several bills.

The Love of Money?



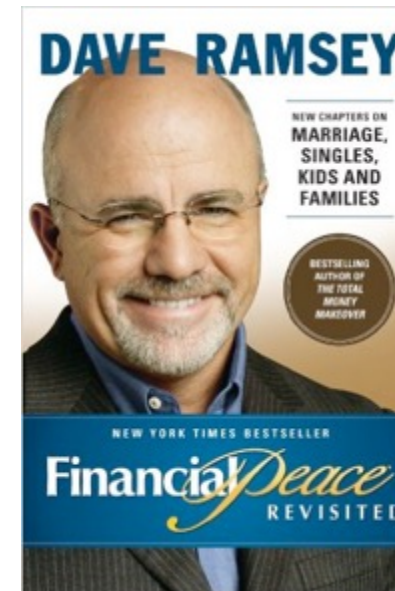
My Money Philosophy

- And **my God** will **supply** every need of yours according to his riches in glory in Christ Jesus. – Philippians 4:19
- “You cannot serve God and money” –Jesus
- “Money is a tool. It’s like a rope” – Jared Wilson
- Profit funds your business
- Money is fuel for your business
- A business without a profit is just a hobby
- “People who say they don’t care about money will lie about other things too”
- Money doesn’t make the person, it reveals the person



My Money Philosophy

- Have faith but don't be dumb
- Debt is dumb, Cash is King!
- Be wise with your finances
- Don't be foolish
- Live within your means
- Pay your taxes
- "Poor is he who works with a negligent hand, But the hand of the diligent makes rich" – Proverbs 10:4
- Remember the ant



My Personal 4-Part Money System

1. Make a lot of money





My Personal 4-Part Money System

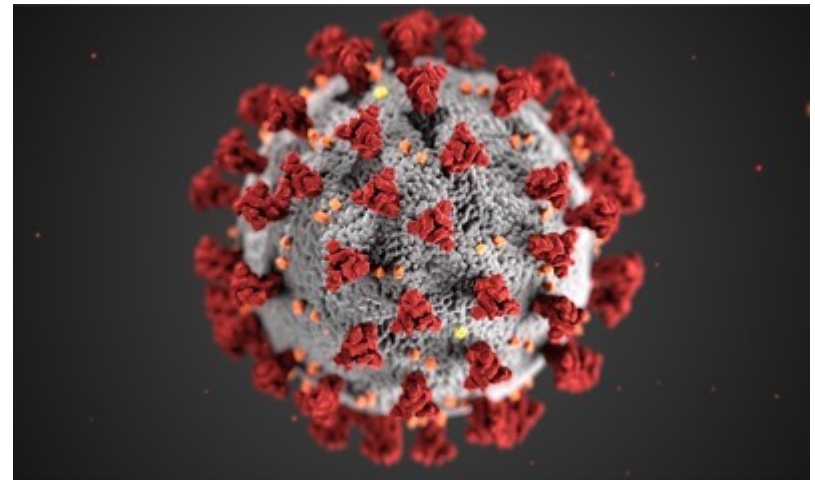
1. Make a lot of money
2. Give a lot of money





My Personal 4-Part Money System

1. Make a lot of money
2. Give a lot of money
3. Save/invest a lot of money





My Personal 4-Part Money System

1. Make a lot of money
2. Give a lot of money
3. Save/invest a lot of money
4. Spend a lot of money





Double Your Sales with the 15% Factor

Starting Revenue **\$100,000.00**

Raise Price 15% = **\$115,000.00**





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Increase Referrals 15% = 132,500.00





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Close 15% More Sales = \$152,087.00





Double Your Sales with the 15% Factor

Starting Revenue **\$100,000.00**

Raise Price 15% = \$115,000.00

Increase Referrals 15% = 132,500.00

Close 15% More Sales = \$152,087.00

Sell 15% More Services = \$174,900.00





Double Your Sales with the 15% Factor

Starting Revenue **\$100,000.00**

Raise Price 15% = \$115,000.00

Increase Referrals 15% = 132,500.00

Close 15% More Sales = \$152,087.00

Sell 15% More Services = \$174,900.00

Increase Frequency 15% = **\$201,135.00**





New Income Statement

\$201,135.00 Income
- \$ 40,227.00 COGS (20%)
= \$160,908.00 Gross Profit
- \$ 60,000.00 Expense
= **\$100,908.00! Net**

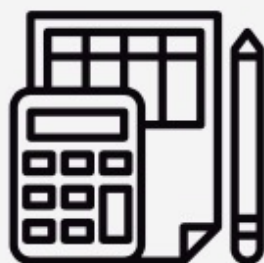




The “Simple-Dimple” Thumbnail Budget

1. Determine what Net Income you want. This is the amount you need before taxes to reinvest in your business and to compensate yourself.
2. Determine what your Fixed Expense is. Add your Net and your Fixed Expense to get your Gross Profit.
3. Determine the % of Sales your Gross Profit is running now and divide Gross Profit by that %.

Example: If your Gross Profit is 55%, take the Gross Profit and **divide** by .55



**My 12 Month
Budget**

\$	Sales (All Revenue)
- \$	Cost of Services Sold (COGS)
= \$	Gross Profit (GP)
- \$	Fixed Expense (Overhead)
= \$	Net

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\$ _____	Sales (All Revenue)
- \$ _____	Cost of Services Sold (COGS)
= \$ _____	Gross Profit (GP)
- \$ _____	Fixed Expense (Overhead)
= \$ _____	Net

Handwritten red annotations: A vertical list of numbers "5", "4", "3", "2", "1" is on the left margin. A red oval circles the first two rows. A red oval circles the last two rows. A red arrow points from the "Net" row to the right. A red "10" is written next to the "COGS" row.

Profit and Loss

January 1 - September 28, 2021

	TOTAL
▼ Income	
4-1005 Services	2,854,721.19
4-2010 Customer Refunds	-9,625.01
Assistant	0.00
Sales Rep	0.00
Technician	0.00
Uncategorized Income	344,967.50
Total Income	\$3,190,063.68
▼ Cost of Goods Sold	
▼ 5-1010 Direct Labor	
5-1011 Direct Labor Regular	411,839.79
5-1013 Direct Labor Bonus	277,214.49
5-1014 Direct Labor PQ Commission	2,165.80
Total 5-1010 Direct Labor	691,220.08
5-1020 Materials	132,083.25
5-1025 Rug Pad (Powell Global Imports)	10,371.70
5-1030 Subcontract - Outside Services	33,930.58
5-1040 Referral Commissions Expense	30,850.09
Total Cost of Goods Sold	\$898,455.70
GROSS PROFIT	\$2,291,607.98

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Total Expenses	\$1,502,913.17
NET OPERATING INCOME	\$788,694.81
▼ Other Income	
8-1000 Referral Fee Income	3,220.90
8-1020 Management Fees	3,250.00
8-1030 Gain on Sale of Assets	52,000.00
Total Other Income	\$58,470.90
▼ Other Expenses	
9-2030 Taxes - Other	10,591.11
Total Other Expenses	\$10,591.11
NET OTHER INCOME	\$47,879.79
NET INCOME	\$836,574.60

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Profit and Loss				
January 1 - September 28, 2021				
	TOTAL			
	JAN 1 - SEP 28, 2021	JAN 1 - SEP 28, 2020 (PY)	CHANGE	% OF INCOME
▼ Income				
4-1005 Services	2,854,721.19	2,090,309.29	764,411.90	89.49 %
4-2010 Customer Refunds	-9,625.01	-8,795.54	-829.47	-0.30 %
Assistant	0.00	0.00	0.00	0.00 %
Sales Rep	0.00	0.00	0.00	0.00 %
Technician	0.00	0.00	0.00	0.00 %
Uncategorized Income	344,967.50	354,900.00	-9,932.50	10.81 %
Total Income	\$3,190,063.68	\$2,436,413.75	\$753,649.93	100.00 %
▼ Cost of Goods Sold				
▼ 5-1010 Direct Labor				
5-1011 Direct Labor Regular	411,839.79	364,235.11	47,604.68	12.91 %
5-1013 Direct Labor Bonus	277,214.49	165,995.65	111,218.84	8.69 %
5-1014 Direct Labor PQ Co...	2,165.80	642.25	1,523.55	0.07 %
Total 5-1010 Direct Labor	691,220.08	530,873.01	160,347.07	21.67 %
5-1020 Materials	132,083.25	95,123.80	36,959.45	4.14 %
5-1025 Rug Pad (Powell Glob...	10,371.70	5,099.20	5,272.50	0.33 %
5-1030 Subcontract - Outside...	33,930.58	826.23	33,104.35	1.06 %
5-1040 Referral Commissions ...	30,850.09	19,952.36	10,897.73	0.97 %
Total Cost of Goods Sold	\$898,455.70	\$651,874.60	\$246,581.10	28.16 %
GROSS PROFIT	\$2,291,607.98	\$1,784,539.15	\$507,068.83	71.84 %

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Total Expenses	\$1,502,913.17	\$1,321,238.30	\$181,674.87	47.11 %
NET OPERATING INCOME	\$788,694.81	\$463,300.85	\$325,393.96	24.72 %
▼ Other Income				
8-1000 Referral Fee Income	3,220.90	2,777.10	443.80	0.10 %
8-1020 Management Fees	3,250.00	1,500.00	1,750.00	0.10 %
8-1030 Gain on Sale of Assets	52,000.00	30,200.00	21,800.00	1.63 %
Total Other Income	\$58,470.90	\$34,477.10	\$23,993.80	1.83 %
▼ Other Expenses				
9-2030 Taxes - Other	10,591.11	11,965.15	-1,374.04	0.33 %
Total Other Expenses	\$10,591.11	\$11,965.15	\$ -1,374.04	0.33 %
NET OTHER INCOME	\$47,879.79	\$22,511.95	\$25,367.84	1.50 %
NET INCOME	\$836,574.60	\$485,812.80	\$350,761.80	26.22 %

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Inner Circle Training Systems

GPS Tracking Systems



START HERE! GPS gets you from WHERE YOU ARE to... WHERE YOU WANT TO GO! In this System, you'll find all the resources for: Goals – Personal and Life Goals Plans – How to Plan Your Business for Phenomenal Success! Systems - You'll learn how to build systems in your business.

[Start Now](#)

MARKETING Systems



Marketing is everything you do to attract prospects to your business. Phenomenal marketing delivers a meaningful experience that educates, engages, and entertains. These systems are creating RECORD Sales and Profits in small businesses around the world! It does not matter what KIND of business you have or where you are located! They WILL work for you!

[Start Now](#)

SALES Systems



Sales is everything you do to CONVERT prospects into paying customers. Phenomenal Sales is converting the MAXIMUM number of your perfect niche clients. A Phenomenal Sales SYSTEM is when that is happening consistently without you having to always be the one doing it!

[Start Now](#)

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Downloads



Financial Checklist

To download, right click the icon and select save as...



Ellen's Complete Suite of Resources



"Where Did The Money Go" eBook by Ellen Rohr

To download, right click the icon and select save as...



"How Much Should I Charge?" eBook by Ellen Rohr

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How to Win the Financial Game of Business

Ellen Rohr

Financial Expert and President of ZOOM DRAIN Franchise, LLC

Ellen nearly sank her husband's plumbing company. It seemed like lots of money was moving through the company, but at the end of the month there was never any money left. With the help of great mentors, Ellen figured out how to fix and grow successful businesses. She teaches business planning and financial literacy, helping contractors make business simpler and more profitable.

Now, she is an owner and President of ZOOM DRAIN Franchise, LLC, a new franchise concept with 20 locations across the country. Ellen is the author of four un-fussy business books: *Where Did the Money Go?*, *How Much Should I Charge?*, *The Bare Bones Biz Plan* and *The Weekend Biz Plan*. She also hosts a regular podcast – *Behind the Wall* – for PHCPro.com

Join Ellen for this special appearance where she will share her tips on how to win the Financial Game of Business for MASSIVE Success.

Digging out dramatic debt reduction
Growing BIG and moving from referral partners
to acquisition targets



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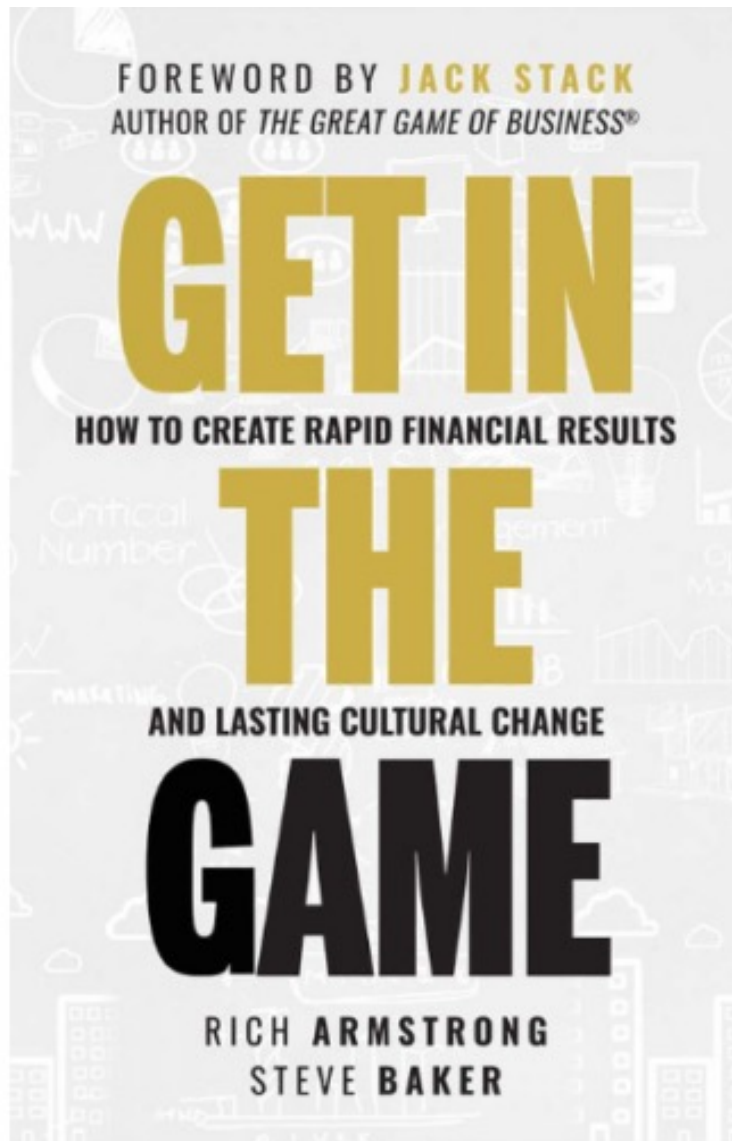
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Inner Circle Coaching

