

A BUSINESS ROADMAP
FOR PROFESSIONAL
PHOTO ORGANIZERS

PROFIT CALCULATOR

This formula was created so that you as a business owner could keep a portion of your company's revenue! We often put all the money from our hard-earned work into the company, and rarely use it for our own income.

Use this formula to calculate what would be your portion if you kept 30%* of your project's net revenue.

Net revenue is the amount of money left over from total revenue after you have deducted expenses, such as supplies used to complete the project.

PROFIT FORMULA

$$\begin{aligned} & \text{_____ Gross Profit Revenue for Project} \\ - & \text{_____ Expenses for Project} \\ = & \text{_____ Net Revenue (normally your profit, but let's keep some operating funds} \\ & \text{in the bank!)} \\ \times & \text{ 30\% of the Net Revenue number} \\ = & \text{_____ Your Profit (put this in your personal checking account)} \end{aligned}$$

EXAMPLE

To calculate your profit from an album project invoiced to the client for \$1200, follow the formula below:

\$1200 Gross project revenue

- \$200 Printing and shipping
- \$100 Supplies and materials
- \$300 Wages, insurance, other project costs

\$600 Net Revenue

x 30%

= \$180 your personal profit

In the above scenario, you would take \$180 and put it in your personal checking account. The remaining \$420 will remain in the company's bank account as operating expenses.

Paying yourself first is an excellent habit for an entrepreneur!

*30% is a suggested percentage. You, as your own business owner, can determine what works best for you, and can adjust this amount at any time.