

The Instant Assessment

STEP 1	Identify your company's Real Revenue* for the last 12 months.
STEP 2	Pick the column that corresponds to your Real Revenue in Figure 1.
STEP 3	Complete the Actual column in Figure 2 with your actual numbers for the last 12 months.
STEP 4	Using the percentages identified in Step 2, fill out the PF% in Figure 2.
STEP 5	Multiply the Real Revenue number in the Actual column with each PF% and enter the resultant number in the corresponding PF\$ row.
STEP 6	For each row, subtract the PF\$ number from the Actual number and put the result in the corresponding row in The Bleed column. Note: You may get negative numbers.
STEP 7	For the Fix column put the word "Increase" if the corresponding The Bleed row is a negative number and the word "Decrease" if it is a positive number.

RESULT:

The completed Instant Assessment tells you what you need to do with your allocation of money (either Increase or Decrease) and by how much (specified in The Bleed column) for each account.

**Real Revenue – Real Revenue is the income generated by your company after subtracting the cost of materials and subcontractors. This is similar to Gross Profit but does not include your employee labour. The total income of a service business is typically its Real Revenue. The total income for a retailer, manufacturer or agency (with many subcontractors) typically need to adjust the total income to Real Revenue.*



READY TO BUILD A BUSINESS THAT ACTUALLY PAYS YOU?

LET'S CHAT.

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FIGURE 1	A	B	C	D	E	F
Real Revenue Range	\$0 – \$250K	\$250K – \$500K	\$500K – \$1M	\$1M – \$5M	\$5M – \$10M	\$10M – \$50M
Real Revenue	100%	100%	100%	100%	100%	100%
Profit	5%	10%	15%	10%	15%	20%
Owner's Pay	50%	35%	20%	10%	5%	0%
Tax	15%	15%	15%	15%	15%	15%
Operating Expenses	30%	40%	50%	65%	65%	65%

FIGURE 2	Actual	CAPS	TAPS	PF\$	The Bleed	The Fix
Top Line Revenue						
Materials & Subs						
Real Revenue			100%			
Profit						
Owner's Comp						
Tax						
Operating Expenses						



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Owner's Comp Calculation

Total wages from payroll (gross, including taxes)	\$
Owner's draws/shareholder distributions (salary, distributions, bonuses)	\$
Owner's health insurance	\$
Company contributions to retirement	\$
Owner's vehicle expenses:	\$
Loan payment	\$
Insurance	\$
Fuel	\$
Repairs & Maintenance	\$
Owner's cell phone	\$
Other personal expenses paid by business	\$
TOTAL OWNER'S COMP:	\$



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Instant Assessment Notes



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Meet Jodi Bariesheff, Your Certified Profit First Professional



When you work with North Okanagan Bookkeeping, you're not just getting a bookkeeper—you're gaining a strategic financial partner with the experience, credentials, and mindset to help you grow profitably and sustainably.



Jodi Bariesheff, BBA, CPA

Founder of North Okanagan Bookkeeping, Jodi is one of the few Certified Profit First Professionals in the Okanagan—and one of only 17 Certified Professional Bookkeepers in the region. With over a decade of hands-on bookkeeping expertise and a Bachelor of Business Administration, Jodi brings the precision of a professional bookkeeper and the strategic lens of a business coach.

As part of her Profit First Certification, Jodi implemented the method in her own firm—and the results were immediate. By using the same tools she now shares with clients, Jodi created greater clarity, better cash flow, and more take-home profit in her own business. She knows the system works—because she lives it.

WHAT IS PROFIT FIRST?

Profit First is a globally recognized cash management method that flips the traditional model on its head—ensuring your business is profitable first, not last. It's simple, behavior-based, and works with your existing habits to help you:

Guarantee profit from every dollar earned

- Pay yourself first
- Build up cash reserves
- Eliminate tax-time stress
- Take control of your finances—without spreadsheets and stress

WHY WORK WITH A CERTIFIED PROFESSIONAL?

Anyone can read the book. But Certified Profit First Professionals are hand-selected, trained, and mentored by Profit First co-founder Mike Michalowicz's team—and held to the highest standards. We're part of a global network of elite accountants and bookkeepers who specialize in transforming businesses through simple, powerful financial systems.

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