

# Fortitude & Finances: From Mindset to Millions



**10% SKILLSET**

## **TWO Drivers of Success:**

- 1. Mental Fortitude: Mindset*
- 2. Financial Intelligence: Margins*

## **Mindset**

What Is Your Definition of RICH?

What Is The Greatest Challenge You've Ever Faced?

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<b>Who Are You Most Grateful For?</b>

## **How to Prioritize Your Time & Attention**

### **The Core Four**

You must put in the reps to preserve your mind! Repeat the following, **EVERY DAY**, in this order. Aim to complete the first **THREE** before starting your workday.

**1) Body – Sweat, eat right, get to bed early.**

<b>What can you do to benefit your BODY, every day?</b>

**2) Mind – Meditate, pray, read a book.**

**What can you do to benefit your MIND, every day?**

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**3) Relationships – Practice gratitude, laugh with those you love.**

**What can you do to benefit your RELATIONSHIPS, every day?**

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**4) Business – Review your numbers, align your vision, lead by influence.**

**What can you do to benefit your BUSINESS, every day?**

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## Margins

*"If you can't read the scoreboard, you don't know the score. If you don't know the score, you can't tell the winners from the losers."*

– Warren Buffett

### **COGS – 35%**

Cost of Goods Sold – Investments to fulfill client work.

COGS Examples

### **OPEX – 20%**

Operating Expenses – Investments to operate the business.

OPEX Examples

### **Owner Pay – 20%**

What you take home as the one who inherits ALL of the risk.

### **Agency Profit – 25%**

Used for taxes, growth, and for your "rainy day" fund.