



info@outgrowyourgarage.com
outgrowyourgarage.com

Organizing Your Finances

Incoming Money (Revenue)

List all sources of revenue for your business:

How do you track your incoming revenue?

Which revenue streams are the most profitable? How do you know?

Outgoing Money (Expenses)

What do you spend money on in your business?

Which expenses could you cut, if needed?

Which expenses increase or decrease depending on your sales?

How do you track your outgoing expenses?

Cost of Goods or Services

What expenses do you incur each time you make a sale?

What expenses do you incur before you can make a sale?

How do you track the above expenses?

Key Terms:

Incoming Money

- **Revenue:** All money that comes into your business
- **Gross Profit:** All money left over after cost of goods
- **Net Profit:** All money left over after all expenses

Outgoing Money

- **Cost of goods:** The money you spend to make any given sale
- **Overhead:** The money you spend to keep your business running