

Owner's Pay



Box Owners

 CASH IS KING UNIVERSITY

The 4 Key Numbers



Real Revenue

- Different than “Total Revenue”
- Makes all businesses comparable



Owner's Pay

- Take home pay
- The cost of your lifestyle



Profit

- What comes back to you because you are the owner of the business
- Also known as “Return on Investment”



Tax

- This can be minimized
- The business generates the burden of the tax so it should be the one that pays the tax
- You shouldn't have to pay the tax out of your lifestyle money.

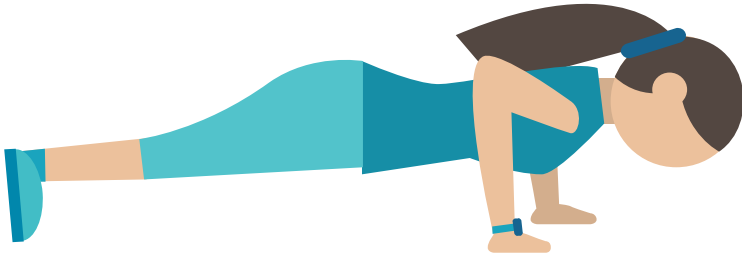
WHEN YOU TAKE MONEY OUT FOR YOURSELF

It's not always the same reason



For Purpose of Profit

- ✓ Talk
- ✓ about
- ✓ tomorrow



For Purpose of Owner's Pay

- ✓ W-2
- ✓ Direct Transfer to Your Personal Account
- ✓ Business Expenses for Personal Benefit



Owner's Pay

“ OWNER’S PAY IS ANYTHING THE OWNER TAKES
FOR WORKING IN THE BUSINESS THAT
CONTRIBUTES TO HIS OR HER LIFESTYLE ”