

3 Steps to 3x PM Profitability

Why are you in business? Freedom of time? Freedom of finance? Freedom of relationship? Freedom of purpose? “PM Profitability” is the bottom line metric for your business because it measures how effectively your business generates the profit that fuels your entrepreneurial freedom.

Here’s the problem, though. Many PMs don’t have clarity on the actual profitability of their PM operation because of factors like mixing business divisions, including personal expenses and poor accounting. As a result of this financial fog, they cannot effectively improve their profitability because they don’t truly know where they are today or where they want to go tomorrow.

Ready to escape financial fog the next big step toward fueling your entrepreneurial freedom?

Here are three steps to tripling your bottom line!



Get Clear

- Know your performance on the Six Do-or-Die Metrics
 - ▶ Convert to the NARPM Accounting Standards Chart of Accounts
 - ▶ Calculate your performance on the Six Do-or-Die Metrics:
 - ✓ Profitability
 - ✓ Direct Labor Efficiency Ratio
 - ✓ Revenue Per Unit
 - ✓ Unit Acquisition Cost
 - ✓ Churn
 - ✓ Expenses as % of Revenue



Define Your Target

- Compare your performance to the latest NARPM benchmarks in this guide and determine your target for each of the Six Do-or-Die Metrics
- Build a realistic financial forecast that helps you chart the course from where you are to where you want to go based on your financial goals



Stay on Track

- Measure your progress against your goals on a monthly basis
- Engage your whole team in the conversation
- Engage a coach to help you define a financial performance improvement action plan and hold you accountable



Watch: How the Top 25% of PMs Crush Profitability!

Want to see how you stack up to the most profitable PMs?

Book at Financial Review Call to review your P&L with a Financial Performance Coach today:

PMPfitCoach.com/book