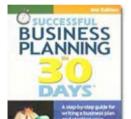
# The ENTREPRENUER'S

# uidebook Series<sup>TM</sup>

Next Page

THANKS for selecting this guidebook! Many hours of painstaking work have gone into its creation. Send feedback or suggestions to www.patsulamedia.com. And check out our highly rated planner/guide ...

at bp30.com







It's one of the best of its kind.
- Alan Caruba
Bookview.com

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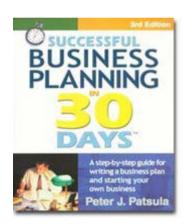
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Provides an important key to writing a business plan and starting your own business.

- Midwest Book Review, Oregon, WI Amazon.com review

This is a must read for anyone before starting your own business.

- Mike Milliken, BN.com Review.

This book has helped me a great deal in thinking about my business

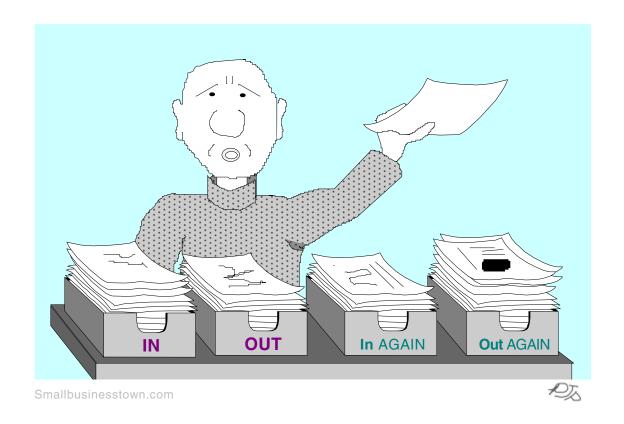
- Jason Myers, TX Amazon.com review

# PERSONAL PLANNING Guidebook #8:

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Important Contacts	
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#### DESIGNING A CUSTOMIZED BUSINESS PLANNER

IT HAS been documented that those who write down their goals are more likely to succeed then those who don't. Whether they succeed because they WRITE down their goals or because they actually HAVE goals, is another matter altogether.

However, whatever your position, be advised that at some point in the future you need to develop your own customized business planner (to write down your goals and keep track of your ideas). This planner will be based on a collection of forms and planning worksheets and should become your primary tool for planning and organizing your business. It will also become your primary tool for developing your business plan.

To help you develop your small business planner, this Guidebook contains 39 useful planning, organization, accounting, market testing, market analysis and small business transaction forms. Use them as your starting point.

## PUTTING TOGETHER A SMALL BUSINESS PLANNER

TO CREATE your own customized business planner, follow these four simple steps:

- I must create a 1. Print out all the forms at the system, or be back of this guidebook enslaved by an-(from pages 19 to 58) using other man's. the print command in WILLIAM Adobe Acrobat Reader. Al-BLAKE though these forms look tiny and crowded on screen, they will print out beautifully on paper. If desired add your company name, address etc. in the field box at the top of each form.
- 2. Head down to your nearest Office

**Depot or Staples right now!** That's right, put on your jacket, tie your shoes and head out the door. And don't forget to take your forms with you. *Office Depot* and *Staples* offer do-it-yourself photocopying for about a nickel a copy.

3. Photocopy twenty doublesided sheets of Form #1
(Daily Planner), five or so of
Form #2 (Idea Organizer)
and as many of the others
as you like. Feel free to add
dividers and section titles as required. And if you want to rip out
all the bookkeeping forms, because
bookkeeping just isn't your cup of tea —

bookkeeping just isn't your cup of tea – and your Uncle Joe is going to handle all this anyway – then go ahead. In fact, if you want to add new sections, thicken existing ones, or start all over

again with somebody else's forms or worksheets, then who's going to stop you? This is **YOUR** planner.

4. For a little over \$1, you can now get these sheets comb bound into your own handy, portable business planner. Both Office Depot and Staples have the equipment to do this. You might even consider laminating the front cover with your favorite inspirational picture. Your total cost, including photocopying? Less than \$5 (the best \$5 investment you will ever make).

Your total cost, including photocopying? Less than \$5 (the best \$5 investment you will ever make).

light enough that it isn't a chore to carry around, and large enough that it can hold from 50 to 100 sheets of paper. Although a binder planner cannot be folded in half like a comb bound planner, has pages that don't turn as smoothly, and it is more likely to lose pages with heavy use, it is

easier to add and remove material from.



**NOTE** Instead of getting your business planner comb bound, purchase a good quality binder, preferably one made of leather. This binder should be thin and

knows the anguish

and despair occa-

not time to write

down.

sioned by forgetting

ideas which one has

**HECTOR BERLIOZ** 

## GETTING THE MOST OUT OF OUR 39 BUSINESS FORMS

TO GET the most out of the 39 forms provided in this guidebook, follow these guidelines:

Every composer

Don't copy any one of ours forms if you can get the form mass-produced more cheaply. This is particularly true of the transaction forms (Forms 36, 37, 38 & 39) located at the end of this guidebook. Generic

and customized three-part, sales orders, purchase orders and invoices can be purchased inexpensively at printing shops and office supply stores.

Enlarge or shrink forms while photo-

copying to make better use of space or if you want to cut and paste in your own business name or logo. Alternatively, you can use a rubber stamp for your business name and address or type in the Adobe Acrobat form box.

# Photocopy and print these forms for personal use ONLY.

These forms are not for resale. They are to be used to help you, and only you, understand, set-up and plan your business. Think of them as seeds for future inspiration and innovation.

Use our forms as guides for creating your own customized forms.

Additional forms can be created using DTP and word processing software (all forms in this book were created using Word97).

Use our forms for creating your own computerized spreadsheets. If you have a spreadsheet or database program, as well as some computer programming savvy, you might consider using our forms

as guides to set up your own database and spreadsheet forms.

These computer-based forms can then be used to automatically add, subtract and perform other calculations in the blink of an eye. This is especially useful when making financial projections or maintaining huge customer lists.

**Use forms that solve problems.** What you put in your *perfect* business planner is up to you. Effective organization is closely

With the ever increasing presence of technologically sophisticated alternatives, traditional paper based forms are becoming less and less commonplace. Nevertheless, the use of forms as a means of accumulating information is flourishing.

FUNFACT

linked to your individual goals – and no one else knows those better than yourself. Bear in mind though that *all forms are a waste of time, unless they actually accomplish something.* In other words, if you

can't see any real value in writing something down or organizing it in a new way, then don't. This rule cannot be overstated. Excessive paperwork won't make you rich.

Use white-out if necessary. Any of our forms, once printed, can be modified to your specific needs by "whiting out" in-

dividual columns or words.



## SYNOPSIS OF THE 39 FORMS IN THIS **GUIDEBOOK**

THE FOLLOWING is a synopsis of the 39 forms shown in the following pages. These forms are classified under the following four headings:

- Planning & Organization Forms
- **Accounting Forms**
- Market Testing & Analysis Forms
- **Basic Business Transaction Forms**

The following entries give a brief summary of each form and its use, as well as a reference to which guidebook in The Entrepreneur's Guidebook Series it is exemplified and discussed in more detail. Filledin examples of Forms #1, #2, #3 and #6

are shown on pages 15, 16, 17 and 18 respectively.

#### **Planning & Organization** Forms

- Daily Planner Use this form to plan your week, daily tasks, and daily appointments (see page 15).
- Idea Organizer Use this form to keep track of product ideas, plans of action, goals, or even your shopping list (see page 16).
- Important Contacts Use this form for keeping track of phone numbers & addresses for clients, manufacturers, product representatives, suppliers and vendors. If you need a large address book, buy dividers at a supply shop. Then write in the appropriate letter of

- the alphabet in a red felt pen in the upper box (see page 17).
- 4. Customer Records Use this form to keep track of customer ordering habits and basic personal and business information (see Guidebook #50).
- 5. Project Priority Use this form to prioritize ideas for products or services. This form can be used in conjunction with the *Project Evaluation Checklist* in Guidebook #16 (see Guidebook #16).
- 6. Project Planner Use this form to keep track of a project's progress, task start and finish dates, and who is responsible for completing each task (see p. 18).
- Business Plan Outline Use this form as a starting point for a more detailed

- business plan (see Guidebook #9).
- Personal Income Statement Use this form to help budget your personal finances (see Guidebook #81).
- 9. Personal Net Worth Statement Use this form to determine your personal net worth (see Guidebook #81).
- 10. Cash Flow Statement Use this form to project how much money will pass in and out of your business during a specified period. This form is particularly useful when set up as a spreadsheet so you can vary numbers and make profit or loss projections (see Guidebook #80).
- 11. Three Year Income Projection Use this form to project your income and deductible expenses (such as depre-

#### Accounting Forms

- **12.** General Journal Use this form to keep a record of all business transactions involving the exchange of capital (see Guidebook #28).
- 13. General Ledger Use this form to set up all asset, expense, revenue, liability and owner's equity accounts (see Guidebook #28).
- 14. Daily Cash Sheet Use this form to keep track of cash revenues for a typical business day, week or month (see Guidebook #28).
- 15. Weekly Sales & Cash Report Use

this form to simply your record keeping. It can be used to replace a daily cash sheet, expense journal & income journal (see Guidebook #28).

- 16. Synoptic Ledger Use this form, instead of using a separate General Ledger page for each asset, expense, revenue, liability or owner's equity account (see Guidebook #28).
- 17. Trial Balance Worksheet Use this form to prepare a trial balance and keep all ledger accounts up to date (see Guidebook #28).
- **18.** Income Statement Use this form to sum up profits (or losses) and expenses for monthly, quarterly or yearly periods (see Guidebook #28).
- **19.** Balance Sheet Use this form to total

your assets, liabilities and owner's equity to determine your financial position (see Guidebook #28).

- 20. Manufacturer's Cost of Goods Sold –
  Use this form to calculate the cost of
  goods sold for manufacturing a product
  or products (see Guidebook #40).
- 21. Asset Depreciation Record Use this form to keep track of the depreciation of capital items, like computers, automobiles, buildings, and machinery (see Guidebook #28)
- 22. Inventory "In-Stock" Record Use this form as a record for individual products and to keep track of orders and instock quantities (see Guidebook #29).
- 23. Period Ending Inventory Record Use this form to keep track of merchandise

- and business (see Guidebook #29).
- 24. Bank Reconciliation Use this form to verify bank statements you receive from the bank are complete and accurate (see Guidebook #35).

# Market Testing & Analysis Forms *□*

- **25.** Product Costs Sheet Use this form to determine the actual costs in manufacturing a specific product (see Guidebook #52).
- **26.** Request for Printing Quotation Use this form to request a job printing quote from a printer or service bureau (see Guidebook #26).
- 27. Direct Mail Promotion Costs Sheet Use this form to determine both the to-

- tal variable and fixed costs in launching a DM promotion, each mailings unit cost, and the total number of mailings you can afford (see Guidebook #52).
- 28. GM, BE, ROI & Projected Profit Use this form to determine the Gross Margin, Break Even point, Return on Investment, and the Profit Potential for a particular product or service (see Guidebook #80).
- 29. Graphical Analysis Sheet Use this form to keep track of product sales, catalog sales, profits, or expenses. The mini-graphs can be broken up into months, days, or weeks (see Guidebook #68 & #80).
- **30.** Daily Record of Responses Use this form to keep track of individual responses, advertising mediums, and

- sales totals for one or several promotions. This form is especially useful for gathering information to evaluate mail order and DM promotions (see Guidebook #50).
- 31. Direct Mail Promotion Record Use this form to keep track of the number of responses from a direct mail promotion using house and outside lists (see Guidebook #68).
- 32. Newspaper & Magazine Ad Record –
  Use this form to keep track of individual advertising campaigns. This form can also be used to keep track of individual promotions (or individual products) being advertised in many different mediums (see Guidebook #68).
- **33.** Item & Media Effectiveness Record Use this form to compare the success

- of a specific product in different advertising mediums or the return of a specific advertising medium with different products (see Guidebook #68).
- 34. Catalog Item Sales Analysis Sheet Use this form to rank products in order to determine whether they should be continued or not (see Guidebook #68).
- **35.** Gross Catalog Sales Analysis Sheet Use this form to keep track of how well a catalog pulls in orders and sales (see Guidebook #68).

# Basic Business Transaction Forms

**36.** Purchase Order – Use this form to place an order with another (see Guidebook #30).

- **37.** Sales Order Use this form to bill customers who pick up their goods directly from you (see Guidebook #30).
- 38. Invoice Use this form to record an order from a customer who has credit with your company (see Guidebook #30).
- **39.** Return Authorization Use this form for tax purposes to record whenever an item is returned (see Guidebook #30).



#### **Daily Planner**

Form 1

SATURDAY Date: Jan 7, 95 WEEK#

АВС	TASKS & APPOINTMENTS	P	АВС	WEEKLY PLANNER
A1	Do bank reconciliation		В	Organize client files
A5	Pick up the kids at school	3:30	Α	Do bank reconciliation
А3	Meet Bill to discuss new suppliers	10:00	Α	Register for small business course
A2	Phone suppliers and discuss prices		В	Visit mom
A4	Have lunch with Gene	12:30	С	Get book from library on display ads
B1	Organize client files		В	Brainstorm on ideas for radio commercial
C1	Go grocery shopping			
A2	Call plumbers to look at pipes			

#### **IDEA ORGANIZER**

Form 2

#### **SUBJECT:** Part-time Business Ideas

×	Mail-order Fruit Seller	It seems to me that the market
✓	Exotic Tea Retailer	for DTP'ers is saturated. How-
✓	Desktop Publisher	ever, I may be able to get some customers through Mary. She
×	Researcher of Family Roots	has some company contacts.
×	Diet Consultant	
✓	Curb Address Painter	Harold's Stereo Shop is going
✓	Disk Jockey	out of business. May be able to
		get some stereo equipment at a discount.
		dioddanti

copywriters IMPORTANT C	ONTACTS <b>P</b> Form 3
Bob Brown 55 Holland Ave. New Milford NJ 55555	555-555-5555 Email: bob@smbtn.com
Mary Smith 55 Pen Road, Wynn PA 55555	555-555-5555
May Zip 55 NW 23rd Ave. #555, Gainesville FL 55555	<b>555-555-5555</b> Fax: 555-555-5555
John Doe 55 Sniffen Road, Westport CT 55555	555-555-555

	PRUJE	CIPLAN	NER		Form	O
Project Idea: "Modern Cooking Methods for Modern Living" Date:						95
Description:	Writing and promotion	of a 150 p	oage colo	r cook book,	targeted	
towards vegeta	rians. Major sections in	clude 59 re	ecipes for	rice, 32 way	s to cook	
a potato, and 3	9 spice combinations th	at will blow	v your tas	ste buds out o	of the sky.	
Tasks to beStartingTargetTaskCompletedDateDateAssigned To					STATUS	Р
Cook Book		5/21/94	3/21/95	Me		1
Notes: Completed as Scheduled						
Marketing Plan		3/1/95	5/8/95	Carol		2
Notes: Ahead o	of Schedule					

2/21/95

4/7/95

DROJECT DI ANNER

Rice Cooker Prototype Notes: Behind Schedule Bob Stroop

Daily Planner					
SUNE	DAY Date:		M	ONDAY Date:	
АВС	TASKS & APPOINTMENTS	( <del>1</del> )	ABC	TASKS & APPOINTMENTS	P
TUES	SDAY Date:		W	EDNESDAY Date:	
ABC	TASKS & APPOINTMENTS	P	ABC	TASKS & APPOINTMENTS	P
THUF	RSDAY Date:		FF	RIDAY Date:	
ABC	TASKS & APPOINTMENTS	P	ABC	TASKS & APPOINTMENTS	P
SATL	JRDAY Date:		W	EEK # Date:	
ABC	TASKS & APPOINTMENTS	<b>P</b>	ABC	WEEKLY PLANNER	

	Idea Or	ganizer Fo	rm 2
SUBJI			

<b>■ Important Contacts  ■</b> F			

		C	ustomer	Recor	ds		Form 4
A	Name: pmpany: ddress: pne/Fax:		npany: Customer #: dress: Account #: Discount Rate:		comer #:		
Date		Item Description	Code	Qty.	Unit Cost	Total	REMARKS
					0001		
			l				
		*** CONFIDE	NTIAL MA	ARKET	ING D	*** ATA	
	Birth Date			Perso	nal Status		
	Education ployment				Family Religion		
_ Em	Hobbies				Heritage		
	Interests			Econor	nic Status		
		:				: [	

# **Project Priority** Form 5 #3 #4 **Evaluation Method** #1 #2 Project Idea Risk Profit 1 2 3 4 5 6 7 8 T Market Т Р Т Т Time Diff.

Method #1	Method #2	Method #3	Method #4
<b>TIME</b> - The longer the project will take, the lower the rating.	1 - MARKET Demand 2 - PRODUCT Value	Complete EGS's Project Evaluation	Sum totals from Evaluation Methods #1, #2, and #3. This
<b>DIFFICULTY</b> - The greater the degree of difficulty, the lower the rating.	3 - COMPANY Ease of Formation 4 - OFFICE Ease of Set-up	Checklist (see Guidebook #16) for	final total will give you a final project score out of a hun-
<b>RISK</b> - The greater the risk (cost of venture) the lower the rating.	5 - ADVERTISING Potential 6 - PROMOTION Testing Potential 7 - EXPANSION Potential	each project idea. Transfer results to this form.	dred.  NOTE: After using any of the
<b>PROFIT</b> - The higher the potential for profit, the higher the rating.	8 - PROFIT Potential	uns ioini.	four evalauation methods, prioritizie projects by giving
Give a rating (between 1-5) for each of the above categories.	Give a rating (between 1-5) for each of the above categories.		the highest score a number 1, the second hightest a number 2, etc.

	<b>Project Planner</b>		Form 6
Project Idea:	•	Date:	
Description:			
Tasks to be	Starting Target	Task	
Completed	Starting Target Date Date		TATUS P
Notes:			
Notes:			
Notes:		1	
Notes:			
Notes:			
Notes:	<u> </u>		
Notes:			
Notes:			
Notes:			
Notes:			
Notes:			
Notes.		<del>                                    </del>	
Natas			
Notes:			

PART ONE	TITLE	
INTRODUCTORY	COMPANY NAME	
SECTION	BUSINESS ADDRESS	
Introduce	NAME OF OWNER(S)	
Your Company		
Write an	BUSINESS IDEA	
Executive Summary		
Write a		
Mission Statement	MISSION STATEMENT	
PART TWO	LEGAL FORMATION	
THE COMPANY	LOCATION DESCRIPTION	
Describe Your	MANAGEMENT EXPERIENCE	
Company	FEATURES & BENEFITS	
Describe Your	OF PRODUCT OR	
Product or Service	SERVICE	
Describe Your	EQUIPMENT NEEDED	
Operating Plan	STAFF REQUIRED	
	PROJECTED OVERHEAD	\$
PART THREE	TARGET MARKET	
MARKETING	CURRENT INDUSTRY	
PLAN	TRENDS	
Describe Your	STRENGTH OF	
Market	COMPETITION	
Describe Your	SALES STRATEGY	
Marketing Stategies	ADVERTISING METHODS	
	MARKETING ADVANTAGE	
	OVER COMPETITION	
PART FOUR	CASH ON HAND	\$
FINANCIAL PLAN	LOANS REQUIRED	\$
Make Financial	PROJECTED SALES & PROFITS	\$ \$
Projections	SUMMARY OF	
Make Closing	BUSINESS PLAN	
Statements	OBJECTIVES	

Personal In	ncome Statement Form 8
Name:	Date: Period:
<u>INCOME</u>	<u>EXPENSES</u>
	Transportation
Gross Salaries	Auto Loan/Lease Payments
Bonuses & Commissions	Auto Insurance
Spouse's Gross Salaries	Gas & Oil
Rental Income	Repairs & Maitenance
Annuities and Pensions	Licenses, Fees & Parking
Dividends and Interest	Other Transportation Expenses
Sale of Personal Capital Items	Personal
1	Food
2	Clothing
TOTAL Gross Income	Laundry & Cleaning
Less Taxes	Music, Morives & Theatre
Personal Income Tax	Drinking, Dining & Dancing
Other Taxes	Sporting Activites
A) TOTAL NET INCOME	Vacation & Travel
Household	Gifts. Donations & Dues
Rent/Mortgage Payments	Education, Books & Magazines
Household/Apt. Insurance	Medical/Dental/Life Insurance
Property Taxes	Doctor & Dentist Fees
Utilities (telephone, power, etc.)	Prescription Medicines
Maintenance & Repairs	Loans, Debts & Credit Payments
Furniture & Appliances	Investment & Savings Plans
Stereos, TVs, & Computers	Other Personal Expenses
Day Care Services	1
Other Household Expenses	2
	B) TOTAL LIVING EXPENSES

TOTAL DISPOSABLE INCOME (A - B) \$

Perso	nal Net Worth Statement Form 9
lame:	Date:
ASSETS	LIABILITIES
Cash	Unpaid Bills
Cash On Hand	Credit Cards
Checking Accounts	Income Taxes
Saving Accounts	Insurance Premiums
Money Owed to You	Other Unpaid Bills
Investments	Installment Loans
Mutual Funds	Automobile
Stocks & Bonds	Other
Savings Bonds	Long Term Loans
Other	Bank
	Education
Annuities	Home Equity
Life Insurance	Other
Pension Fund	Real Estate Loans
Retirement Plans	Home
Personal Property	Other
Real Estate	Other Liabilities
Furniture/Antiques	Alimony Payments
Art/Jewlery	Accounts Payable
Vehicles	Notes Payable
Other Assets	Contracts Payable
Accounts & Notes	A.
Α.	В.
В.	c
C.	
TOTAL ACCETO A	TOTAL LIADIUSTICS A
TOTAL ASSETS \$	TOTAL LIABILITIES \$

NET WORTH \$

			Cas	sh Fl	ow S	State	eme	nt				For	m 10
Name of Business:						Project			Act	ual: 🗆	. [	Date:	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Т
									FIR	ST OF	F MON	TH	
Beginning Cash Balance													I
						CAS	H IN						
Cash Sales											Γ,		
A/R Collections													
Interest Income													
Sale of Fixed Assets													
Loans Received													
Other Cash Sources													
Total CASH IN													
	<u> </u>			ı	(	CASH	OU	Т		ı		l l	
Inventory & Raw Mater.								Ī					
Staff Salaries & Wages													
Payroll Expenses													
Outside Labor & Serv.													
General Supplies													
Repairs & Maintenance													
Advertising													
Car, Delivery & Travel													
Legal & Account. Fees													
Rent / Lease Payments													
Rented / Leased Equip.													
Telephone													
Utilities													
Insurance													
Licenses & Permits													
Interest Charges													
Federal Income Tax													
Other Taxes													
Other Operating Exp.													
Loan Repayments													
Payments on Fixed Assets													
Capital Expenditues													
Owner's Withdrawal													
<b>Total CASH OUT</b>													
	1	1		1	1	1	1		ΕN	ID OF	MONT	ſΗ	
CASH FLOW													
<b>CASH Balance</b>													
(non-cash flow info)									OPI	ERATI	NG DA	ATA	
Sales Volume													
Accounts Receivable													
Bad Debts											<u> </u>		
Inventory on Hand											<u> </u>		
Accounts Payable													
Depreciation													

THree Year INcome	e Projection	ı	Form 11
Three Year Projection FOR:	As OF:		
GROSS SALES LESS Returns and Allowances LESS Sales Tax (if included in sales) ADD OTHER INCOME: Royalties and Dividends on Stock Interest from Bank Accounts Gains from Sale of Fixed Assets Other Income	YEAR 1	YEAR 2	YEAR 3
GROSS INCOME  LESS COST OF GOODS SOLD:  Inventory at Beginning of Fiscal Period  ADD Cost of Goods Purchased During Fiscal Period  ADD Freight & Delivery Charges  LESS Purchased Returns  LESS Inventory at the End of the Fiscal Period  TOTAL Cost of Goods Sold	<b>S</b>		
GROSS PROFIT  LESS VARIABLE Expenses (controllable) (selling) Accounting & Legal Fees Advertising Business Tax, Fees, Licenses, Dues & Subscriptions Interest Charges (Debt Expenses) Maintenance & Repairs Meals & Entertainment Motor Vehicle Expenses (except deprec. allowance) Office Supplies Sales Salaries & Wages Other Variable Expenses			
LESS FIXED Expenses (overhead) (administrative) Administrative Salaries & Wages Bad Debts Depreciation Insurance Mortgage / Rent Payments Payroll Expenses & Taxes Property Taxes Telephone & Utilities (Heat, Hydro) Other Fixed Expenses TOTAL Operating Expenses (fixed + variable)			
NET INCOME (Before Taxes) LESS Estimated Tax Payments NET INCOME (After Taxes)	\$		

## General Journal

				4	D .								Q	<b>)</b>		
	DATE	DESCRIPTIONS	AC#		DE	: F	2 I	т		CF	) F	= [			P√	1
	DAIL	DESCRIPTIONS	AC#		ACC					AC					FV	1
1				Í		Ť	Τ.									1
2						1										2
3						T	Ī									3
4																4
5																5
6						1								<u> </u>		6
7					+	4	-	4				H		<u> </u>		7
8						4	+	-				H		-		8
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## General Ledger

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		Daily Cash Sheet			Form 14
Date:	Period:				
A. Opening Balar	nce (openi	ng change float)	<b>→</b>		\$
B. Collections (c	ash in)	*all sales figures include sale	es tax collecte	d or c	collectible*
		ales (Cash Register Receipts) count (New A/C Receivables)			
		Gross Sales	\$		
		A/C Receivables Collected Other Income Collected LESS:			
		Sales Returns			
		Sales on Account TOTAL Cash Collected		<b>→</b>	\$
	Sal	es Tax Collected & Collectible Total Sales Tax Refunded			
C. Total Cash To	Be Acco	unted For (A+B)	<b>→</b>		\$
D. Cash Disburse	ements (d	cash out)			
		Petty Cash Slips			
		Miscellaneous TOTAL Cash Disbursed		<b>→</b>	\$
		Total Sales Tax Paid Out		ī	
E. Net Cash (C-D)	)		<b>→</b>		\$
F. Actual Cash C	ount				
		Bills Coins			
		Checks			
	TOTA	Credit Card Slips L Cash in Register or Till		_	\$
		L Oash in Hegister of Till	_	<b>→</b>	•
G.Cash Short or	Over		<b>→</b>		\$
H. Opening Float	Tomorro	ow .	<b>→</b>		\$
I. Bank Deposit ( Prepared BY:	(F-H)		<b>→</b>		\$

# Weekly Sales & Cash Report

	AC#	DESCRIPTION	DATE	Ξ.	DATE	E	DATI	E	DATE	:	DAT	E	DAT	E	DAT	E	POSTE	ĒD
			MON		TUE		WED	)	THU		FRI		SAT		SUN	1	TOTAL	LS
		Revenue Accounts	I act \	MA	ak Ba	ı	٨	/D			۸	/D			Bank			
2		Sales 1 (cash, checks, credit cards)																
3		Sales 2																
4		Sales Tax Collected																
5		Other Income																
6		Refund/Returns (debit)																
7		<b>CASH INCOME</b> (add 2 to 5 less 6)																
		Liability Accounts																
9		New Accounts Payable (credit)																
10		Accounts Payable Paid (debit)																
11		Bank Loans Paid (principle only)																
		Owner's Equity Accounts																
13		Personal Drawings (cash)																
14		Personal Drawings (check)																
		Expense Accounts																
16		Advertising																
17		Automobile																
18		Insurance																
19		Interest																
20		Phone																
21		Supplies																
22		Rent/Mortgage																
23		Repairs & Maintenance																
24		Shipping & Postage																
25		Travel & Entertainment																
26		Utilities (light, heat, water)																
27		Wages Paid																
28		Other																
29		Petty Cash Slips																
30		Miscellaneous Cash Payments																
		Asset Accounts																
32		Inventory Purchased																
33		Equipment Purchased																
34		New A/C Receivables (debit)																
35		OPENING CASH BALANCE																
36		A/R Collected (credit)																
37		CASH AVAILABLE 7+35+36																
38		<b>PAYOUT</b> 13 + 29 + 30																
39		Net Cash (Cash on Hand) 37 - 38																
40		Actual Cash Count																
41		Cash Over or Short																
42		BANK DEPOSIT 39 - 35																
43		FLOAT TOMMORROW 36 + 42																
44																		
		End of Week BALANCES	(18 to 3	1)			A	/P			A	/R			Ba	nk		

## Synoptic Ledger

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# Synoptic Ledger

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# Trial Balance Worksheet

Form 17

			Peri	00	From					to						ī
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40																

Income Stateme	ent	Form 18
Statement of Income FOR:	As OF:	
	GROSS SALES	
LESS Returns and Allowances LESS Sales Tax (if included in sales)		
ADD OTHER INCOME: Royalties and Dividends on Stock		
Interest from Bank Accounts Gains from Sale of Fixed Assets Other Income		
	GROSS INCOME	\$
LESS COST OF GOODS SOLD: Inventory at Beginning of Fiscal Period ADD Cost of Goods Purchased During Fiscal Period ADD Freight & Delivery Charges LESS Purchased Returns LESS Inventory at the End of the Fiscal Period TOTAL Cost of Goods Sold		
	GROSS PROFIT	\$
LESS OPERATING EXPENSES: Accounting, Legal & Professional Fees Advertising Bad Debts Car & Truck Expenses (except depreciation allowan Commissions & Fees Depreciation (Capital Cost Allowance) Employee Benefit Programs Insurance Interest Charges (Debt Expenses) Mortgage Payments Office Expenses Payroll Taxes Pension and Profit-Sharing Plans Property Taxes Rent or Lease Repairs & Maintenance Salaries & Wages Supplies Taxes, Fees, Licenses, Dues & Subscriptions Telephone Travel, Meals & Entertainment Utilities (Heat, Hydro) Other Operating Expenses: TOTAL Operating Expenses	ce)	
NET INCOI LESS Estimated Tax Payments	ME (Before Taxes)	\$
·	OME (After Taxes)	\$

	Balance Sheet	Form 19
Balance Sheet FOR:	As OF:	
	Current Assets	
Accounts Receivable (LESS all	owance for bad debts)	
Cash in Bank		
Cash on Hand (includes Petty C	Cash)	
Inventories (Merchandise) Prepaid Expenses		
Short-term Investments	·	
Supplies	·	
Other Current Assets		
	Long-Term Investments	
	Fixed Assets	
Buildings		
Land		
Furniture & Fixtures		
Leasehold Improvements		
Materials & Equipment		
Motor Vehicles Other Fixed Assets		
Other Fixed Assets		
	TOTAL ASSETS	\$
	Current Liabilities	
Accounts Payable		
Interest Payable		
Income Tax Payable		
Wages & Salaries Payable Short Term Loans Payable		
Other Current Liabilities		
	Long Term Liabilities	
Long Term Loans Payable	Long Term Liabilities	
Mortgages		
Bonds Payable (applies to corp	orations)	
Other Long Term Liabilities		
	TOTAL LIABILITIES	\$
	Owner's Equity	<b>T</b>
Proprietorship or Partnership Ed		
Capital Stock		
Retained Earnings as of:		
Earnings Retained (Net Income	) for:	
Total Own	er's or Stockholder's Equity = <b>NET WORTH</b>	\$
TO	TAL LIABILITIES & NET WORTH	\$

	Cost of Goods Sold for Ma	nufacturers	Form 20
Cost of	Goods Sold FOR:	From:	То:
	Materials Used	to Make Products	
	Materials Inventory (Beg. of Fiscal Period) ADD Purchases LESS Returns and Allowances TOTAL Materials Available for Use LESS Materials Inventory (End of Fiscal Period)		
(A)	TOTAL MATERIA	ALS CONSUMED	\$
(B)		ABOUR COSTS	\$
		Factory Overhead	
	Indirect Labor (administrative) Salaries Payroll Taxes Power Heat Light Factory Supplies Depreciation – Building Depreciation – Equipment Repairs and Maintenance Patent Expenses Tool and Die Expenses Insurance for Building & Equipment Other Overhead		
(C)	TOTAL FACTO	DRY OVERHEAD	\$
(A+B+C)	TOTAL MANUFA  ADD Work in Process Inventory (Beg. of Fiscal Period LESS Work in Process Inventory (End of Fiscal Period	i)	\$
	COST OF GOODS M	ANUFACTURED	\$
	ADD Inventory of Finished Goods (Beg. of Fiscal Peri LESS Inventory of Finished Goods (End of Fiscal Peri	· ·	
	COST OF GO	OODS SOLD	\$

	Asset	Depreciat	tion Record		Form 21
ASSET DESCRIPTION	Date Asset Put in Service	Original Cost	Business Investment Use %	Serial Number	Depreciation Method
PURCHASED FROM	Section 179 Deduction	Tax Category	Recovery Period		

How Asset Will	
BeUsed:	

		I					
	NOTES	Deprecia- tion Prior Years	Cost of Any Improvements	Basis for Depreciation	Rate or Table %	Depreciation Deduction	PERIOD
1							
2							
3							
4	***************************************						
5	***************************************						
6							
7							
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8	***************************************						
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16							
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19							
20							

DATE ASSET SOLD	Amount Sold For	Selling Expenses	Sold to Whom

Details of Asset Dispostion:	

# Inventory "In-Stock" Record Form 22 **Inventory Status Record FOR:** DATE: Item Name: Item Size: Shipping Instructions: Item Number: Item Weight: Terms of Sale: Item Description: Rate of Usage: Reorder Point: Reorder Quantity: F.O.B. Point: Major Selling Features: Shipping Point: Item Location: # of Items/Shipping Carton: Discount Schedule: Typical Unit Cost: Weight of Shipping Carton: Suggested Retail: \$ Shipping Lead Time: Other: Our Price: \$ **Shipping Costs:** Main Vendor for this Item Name of Firm Address Contact Phone/Fax Comments Main Vendor for this Item **Inventory Control** Date P.O. # On Order Received Usage In Stock Total Remarks

# Period Ending Inventory Record

Form 23

# Inventory Record FOR:

DATE:

Called by:         Entered by:         Priced by:         Checked by:         Approved by:           Item # Quantity         Unit         Description         ✓ Unit Price         Comments         \$ Total         ✓           1         Item # Quantity         Unit         Description         ✓ Unit Price         Comments         \$ Total         ✓           2         Item # Quantity         Unit         Description         ✓ Unit Price         Comments         \$ Total         ✓           3         Item # Quantity         Unit         Item # Quantity         Item # Quantity	DE	PT:					Lo	CATIO	N:				
		Called by		Entere	ed by:	Pric				Checked by:	App	proved b	y:
Item #   Quantity   Unit   Description													
1       2       3       3       3       3       3       4       4       4       4       4       5       5       5       6       6       7       8       6       7       7       8       8       9													
1       2       3       3       3       3       3       4       4       4       4       4       5       5       5       6       6       7       8       6       7       7       8       8       9													
2       3       4		Item #	Quant	ity Unit	Desc	ription	✓	Unit P	rice	Comments	S	\$ Total	✓
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4	2												
5         6         6         6         6         6         6         7         8         6         7         8         8         9	3												
5         6         6         6         6         7         8         8         8         1	_												
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33													1
34       35													
TOTAL	35												
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	Bank Reconciliation	Form 24
Bar	nk Reconciliation FOR: as of DATE:	
A.	CLOSING BALANCE SHOWN ON BANK STATEMENT:	\$
	ADD deposits not credited on bank statement:	
	TOTAL DEPOSITS NOT CREDITED	
	SUBTOTAL	\$
	SUBTRACT checks issued but not yet cleared by the bank:	
	No.	
	TOTAL OUTSTANDING CHECKS:	\$
	ADD or SUBTRACT bank errors:	
В.	ADJUSTED BANK BALANCE:	\$
C.	BALANCE ACCORDING TO YOUR RECORDS:	\$
	ADD bank interest or additions not yet recorded:	
	SUBTRACT bank service charges not yet recorded:	
	ADD or SUBTRACT other errors:	
_	ADJUSTED BALANCE:	\$

	Pro	duct Co	sts Sheet		F	orm 25
Product C	Costs Sheet FOR:			DATE:		
Product:			# Units:		MATE	RIALS
Material De	scription		Quantity	Cost/Unit	To	tal
					<u> </u>	
					<u> </u>	
					+	
		<b>ADD</b> Tot	al Inbound Freid	ht Costs		
		A) TOTA	L For Materials		\$	
A - 41-	de De coduit o			Dete		BOUR
Activ	vity Description		Hours/Unit	Rate	/ Unit	Total
Asse	embling Product					
	hing Product	1				
		ADD Tot	+			
		В) ТОТА	\$			
				<b>ADDITIO</b>	NAL (	COSTS
	Packaging Description:		Ourantitus	On at/Ulmit	Т т.	4-1
	Packaging Materials		Quantity	Cost/Unit	10	tal
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		ADD Pag	ckaging Inbound	Freight Costs		
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			L For Additional		\$	
		TOTAL	Product Cos		\$	
				# of UNITS	—	
			С	OST / UNIT	\$	

			Sear	ıes	st for F	ri	nting q	UΟ	tatic	n	Form 2	26
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12	Cover Stock											
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13	Text Ink		Spec	ific								
14	Cover Ink		Spec									
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19	Material Avail	able:										
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22	Price: \$	<u> </u>	Estir	nate	ed Delivery	/ (w	orking days fr	om re	ceipt of	camera-ready copy	′)	
23	Terms:											
24	Remarks:											
$\vdash$												
25	SIGNED:									working wi		

		Direct Mail Promotions Cost Sheet	<b>Form 27</b>
PROMO	TION:	Date:	
		FIXED COSTS	Materials & Labor
	CREATIVE	Writing Copy	
		Design and Layout	
		Artwork (mechanicals and finished art)	
		Photography (photos, models/talent, retouching)	
	PRINTING	Typesetting (typography, proofing, corrections)	
	PREP	Paste up Camera-ready Copy	
		Half-tones, Color Separations	
		Platemaking (camera work, proofs, negatives, stripping, plates)	
	LIST	List Selections (zip code, hotline names, other)	
		Merge/Purge (updating lists)	
	01/501/5		
	OVERHEAD	Percentage of Overhead for Advertising & Mailing Depts	
	071170		
	OTHER		
		TOTAL	\$

	VARIABLE COSTS	Unit Cost
PRINTING	Letter (paper)	
	Outer Envelope	
	Reply Envelope	
	Order Form, Response Vehicle, Reply Card (BRC)	
	Brouchure, Catalog	
	Newsletter	
	Other Inserts (lift letter, buck slip, etc.)	
LIST	List Rental	
MAILLING	Inserting	
	Addressing and Labeling	
	Sorting, Metering and Mailing	
POSTAGE	First Class, Bulk Rate, Alternative Delivery Methods	
OTHER		
	TOTAL	\$

	Calculation Formula	1000	10,000	100,000	Million	3000
Cost/# of Units	(Fixed Costs) + (Variable Costs x 1000) =					
Unit Cost	[(Fixed Costs) + (Variable Costs x 1000)]/1000 =					

### **GM, BE, ROI & Projected Profit Sheet Form 28** PROMOTION: Date: **Description** Subtotal Total Item # **Formula** Variable Costs (per unit) & Fixed Operating Costs Selling Price of Product or Service (do not include sales tax) 1 ADD Other Charges (postage & handling etc.) 2 **TOTAL PRICE OF PRODUCT OR SERVICE** 1 + 2 3 Owner's Cost of Product or Service 4 Handling Expense & Order Processing 5 Package Expenses (mailing carton, tape, etc.) 6 Shipping (postage or UPS charges) 7 Premium Costs Including Handling (if premium offered) 8 Special Business Sales, Hidden or Use Tax, if any 3 x ( 9 **TOTAL COSTS OF FILLING THE ORDER** add 4 to 9 10 Estimated % of Returns (expressed as a decimal) 11 Postage & Handling of Returns 5 + 712 Refurbishing Returned Merchandise 10% of 3 13 Total Costs of Handling Returns 14 12 +13 CHARGEABLE COSTS OF HANDLING RETURNS 11 x 13 15 Estimated % of bad debts (expressed as a decimal) 16 **CHARGEABLE COSTS OF BAD DEBTS** 17 3 x 16 Estimated % of Sales via Credit Cards (as a decimal) 18 Credit Card Processing Charge ) % OF 3 19 20 CHARGEABLE COST OF CREDIT 18 x 19 ADMINISTRATIVE OVERHEAD PER UNIT 21 OTHER COSTS PER UNIT 22 **TOTAL VARIABLE COSTS** 23 10 + 15 + 17 + 20 + 21 + 22Unit Profit After Variable Costs 3 - 23 24 25 % of Final Sales (expressed as a decimal) 1.0 - (11) Net Unit Profit 24 x 25 4 x 11 Credit for Returned Merchandise 27 28 **GROSS MARGIN** (NET PROFIT PER ORDER) 26 + 27TOTAL FIXED OPERATING COSTS (Mailing, Advertising etc.) 29 **Profit Calculations** 29 / 28 30 NUMBER OF ORDERS TO BREAK EVEN Number of Orders to Obtain 50% ROI 1.5 x 30 31 32 NUMBER OF ORDERS TO OBTAIN 100% ROI 2.0 x 30 PROJECTED PROFIT IF ? # OF ORDERS RECEIVED \$ (# of orders x 28) - (29) \$ PROJECTED PROFIT IF ? # OF ORDERS RECEIVED (# of orders x 28) - (29)

COMMENTS:

# **Graphical Analysis Sheet** Form 29 13

Promotion Total			Daily Record of	Resp	onses		Fo	rm 30
	Date	Name				Order	Inquiry	Total Cash
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# **Direct Mail Promotion Record** Form 31 **PROMOTION:** Date: **Description of Promotion Product Price** House List Cost / m Outside List Cost / m (avg.) Gross Margin BE / m (house) # of Orders / m Needed For Results Totaled BE / m (outside) B) \$ Total Date Mailed List # of Names BE Net/m Key Net Comments \$ \$ Т 1 Total Sales: \$ \$ 2 T Total Sales: \$ \$ Т 3 Total Sales: \$ \$ T 4 Total Sales: \$ \$ Т 5 Total Sales: \$ \$ 6 Total Sales: Т 7 Total Sales: Т 8 Total Sales: \$ 9 T Total Sales:

**Total Responses** 

**Total Sales** 

**Profit** 

**Notes** 

## Form 32 **Newspaper & Magazine Ad REcord Promotional Medium:** Date: Address **Ad Rates** Market NOTES: Display Phone Display Circ. М Freq. Class. Classified Cash Fax Agency Disc. Disc. % Ad Rep. Full Page **Deadlines** Р 0:--NOTES # of times Type of Ad Comments **Position** Total Insert Cost 1st Page % \$ 1 Т Total Sales: % 2 T Total Sales: % \$ \$ 3 Т Total Sales: У. % \$ Т 4 Total Sales: \$ % \$ 5 Т Total Sales: % \$ \$ 6 Total Sales: % \$ \$ T 7 Total Sales:

\$

**Total Responses** Total Sales

\$

**Profit** 

**Notes** 

		Ite	m & Me	dia Eff	ectiver	ess Rec	ord		Form	33
Start Date	ITEM	MEDIA 🗆		sponses Orders	Cost Re- sponse	% of Total Responses		o <u>st</u> ne	Ad C Total S	
End Date	# of Times Ad Ran	GM	CF	PM	<u>Cost</u> Order	% of Total Orders		) <u>Lines</u> lation	Profit Investment \$	
							¢		\$	
					\$	%		\$	\$	
			\$				\$		\$	
		\$	М	\$	\$	%	М	\$	\$	%
1	Comme	nts:								
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7	Comme	nts:								

		Gross	Catalog	<b>Analysis</b>	Sheet		Form 34	
Lists Used				Catalog Co	ode			
Date Sent				Quantity				
TI	HIS WEE	K		CUMULATIVE				
Date # of Ord	ers \$ S	ales \$	Avg/Order	# of Orde	ers \$ Sa	ales \$	Avg/Order	
	~ -			L ~ -				
Projected Tatal Salas to				Gross F	Profit Margin			
Total Sales to	-			Cross D.	Net Profit rofit /Catalog			
Av. \$ Spent/0					rofit/Catalog			
Av. \$ Spenice Sales/Ca					Orders/Week			
Time Period of An					Mailings (%)			
Catalog Cost (total all	•	nhotoo:	nhy type	# of	# of Copies	Cost Per	Cost Per	
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	Catalog Item Sales Analysis Sheet Form 35											
Rank		Page Number em ription	# of Units Sold	\$Unit Price	\$Unit Margin \$Gross Margin	Space	Net Profit <u>NP</u> AC	INDEX	Remarks			
							\$					
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**NOTE** The INDEX is calculated as follows: Find the SUM of the Net Profit of all items in the catalog and divide this by the total catalog cost. Call this INDEX 1. Then use the following formula: Index for an Item = NP/AC + 1/ INDEX 1 + 1

						This number must correspondance, sl		
					P.O. #			
					Date			
					Attention			
		ORI	DERED FRO	DM:		SHIP TO:		
	Name:				Name:			
Ad	dress:				Address:			
Phon	e/Fax:				Phone/Fax:			
F	Please	notif	y us imme	diately if you are una	ble to ship co	mplete order b	y date spe	cified
Please	-		ount		Ship Via	F.O.B. Point	<b>.</b>	
Delive	er By	Nun	nber	Purchasing Agent	VIA	Politi	Terms Re	questea
Quant	ity	Item	า #	Please Supply Items	Listed Below		Unit Price	Total
<b>√</b>	Metho	d of	Payment:				Subtotal	
	Charge Money			Credit Card #:			SalesTax	
	COD Cash			Expiration Date: Name on Card:			Shinning	
	Acct. F			Check Paid to:			Shipping	
	Check						TOTAL	\$
above n		l	Enter this ord Make no subs Please send _ Deliver no go We reserve th	e receipt of this order specifyider in accordance with the pristitutions or changes without copies of your invoice.  Todds without a copy of this pure right to cancel this order if espondence to:	ces, terms, deliver authority from us. archase order.	y method, and speci		d above.
Date:				Authorized By	<b>/:</b>			

			Sales C	Order			Form 37
				ORDER#			
				Date			
				Department			
	SOLD TO:				SHIP TO:		
Nam Addres				Name: Address:			
Phone/Fa	ax:			Phone/Fax:			
Our Tax Regis	stration Number	Salesperson	Shipping Date	Ship VIA	F.O.B Point	Terms	
Quantity	Item #	Description				Unit Price	Total
✓ Me	thod of Payment:					Subtotal	
Cha	arge Card oney Order	Crodi	t Card #:			SalesTax	
CO	D	Expirati	on Date: on Card:				
Acc	ct. FWD		Paid to:			Shipping	•
	eck					TOTAL	<b> </b> \$
Date:		Custor	mer's Sigi	nature			

**Customer's Signature** 

			Invo	oice			Form 38
				INVOICE #			
				Date			
				Your P.O. #			
	SHIP TO:						
Name: Address:			Name: Address:				
Phone/Fax:				Phone/Fax:			
THORICH ax.	D	LEASE F	DAV :		VOICE		
Our			Date	Shipped	F.O.B		
Tax Registra	tion Number	Salesperson	Shippe	d VIA	Point	Terms Of	fered
Quantity	Item #	Description	-			Unit Price	Total
If you have	ecks payable to: any questions con	cerning this invo	ice, call:		<b>□</b>	Subtotal Sales Tax Shipping Other	\$

Return Authorization Form Form 39							
				R.A. #			
			Date				
				Department			
	SOLD TO:				RETURNED TO:		
Name: Address:							
				Address:			
Phone/Fax:				Phone/Fax:			
Our Invoice #			Returned s Received	OTHER Terms			
Quantity Ordered	Item #	Description			Number Returned	Unit Price	Total
Peason for Return Overstock Order was cancelled Order duplicated Arrived too late Damaged Error on Invoice Wrong Item Other:			COMMENTS:		REDIT WILL BE ISSUED	Subtotal SalesTax Restocking Fee Other	
Date: Authorized By:							