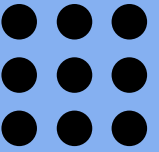
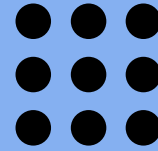


THE FINANCIAL GAME PLAN

How Smart Clubs Use Their Numbers to Grow,
Stay Profitable, and Scale Sustainably



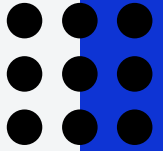


THE REALITY FOR MOST CLUB DIRECTORS

- **We were taught how to coach—not how to run a business**
- **We make decisions based on what feels right**
- **We're busy... but not always profitable**
- **We grow... but don't always make more**

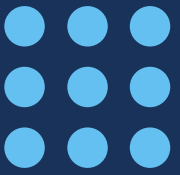


WHAT I'VE LEARNED THE HARD WAY



- Growth does not equal profit**
- Full teams do not guarantee margin**
- If you don't track it, you can't fix it**
- Small financial decisions compound fast**

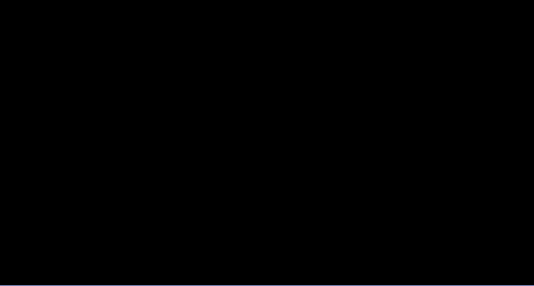




MISTAKES THAT COST ME THE MOST

- Underpricing athletes
- Not accounting for overhead
- Growing before having margin
- Waiting too long to adjust pricing





WHERE CLUBS GO WRONG

- 
- No clear understanding of numbers
 - No real budget
 - No per-team profitability tracking
 - Reactive instead of proactive decisions
- 

WHAT I ACTUALLY USE

- **Budgeting → Google Sheets**
- **Tracking → QuickBooks**
 - **Utilize Classes to categorize**
- **Organization → Google Drive**
- **Simple Budget Template to Use →**



THE EXPENSES THAT QUIETLY KILL YOUR PROFIT

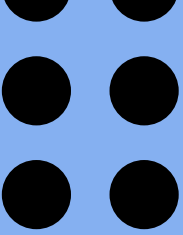
- Payroll creep**
- Facility costs**
- Admin overhead**
- Hidden expenses**

WHAT MOST CLUBS THINK IS PROFIT VS REALITY

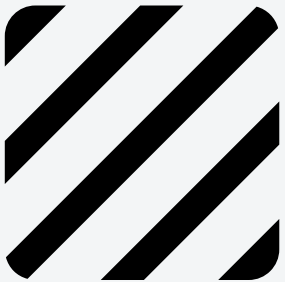
- **Revenue – Coaching = Profit (incorrect)**
- **Revenue – Coaching – Facility – Admin – Hidden Costs = Profit (real)**



SIMPLE BUDGET EXAMPLE (PER TEAM)



- **Start with one team**
- **Break down revenue and all expenses clearly**



ONE TEAM BREAKDOWN

	Team Practice Hours
	Position Hours
	Play Days
Shared Team Costs	
	Tournaments
	Practices (\$30/ct/hr)
	Head Coach Practices
	Head Coach Tournaments
	Asst Coach Practices
	Asst Coach Tournaments
	Coach Travel
	Coach Gear
	Coach Reg
	Coach EcSell Survey
	Coach Bonus (food, gear, etc)
	Coach Education
	TOTAL (split by 10, 11, 12 kids)

Individual Costs	
	AAU Membership
	Hudl
	SportsRecruits
	Nutrition
	Kratos
	Uniform Package
	Lawrence Team Travel
	Total / Kid
% of Fixed Costs	Split by 10, 11, 12 kids
	TOTAL



EXAMPLE - OVERHEAD / SHARED COSTS

Advertising & Promotion
Computer & Internet
Equipment/Electronics
Dues & Subscriptions
Gifts
Insurance
Office Supplies & Expenses
Travel
Phone Bill
Professional Fees

Meals & Entertainment
Volleyball Supplies
Uncollected Receivables
Salaries
Employee Costs

- Medical
- Payroll Taxes
- Retirement

Office Staff

WHAT HEALTHY CLUBS TYPICALLY LOOK LIKE

- Coaching: 30–40%
- Facility: 20–30%
- Admin: 10–15%
- Profit: 10–20%
- If outside these ranges—adjust

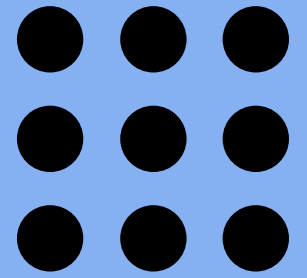




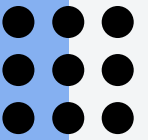
BETTER NUMBERS = BETTER DECISIONS

- Should I add another team?
- Can I pay coaches more?
- Is this program profitable?
- When should I raise prices?

WHAT FINANCIAL CLARITY ACTUALLY GIVES YOU



- Confidence in pricing
- Pay coaches more → better retention
- Hire admin → get your time back
 - *Employees running at 80-85% capacity*
- Step away → business still runs
- Invest → grow faster



GROWTH WITHOUT MARGIN = MORE WORK, SAME RESULT

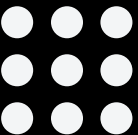
- **More teams $\neq$ more profit**
- **More hours $\neq$ more income**
- **Growth only works when numbers support it**



IF YOU DON'T UNDERSTAND YOUR NUMBERS...

**You don't control your business,
your business controls you**

- Start small**
- Fix one number**
- Make one better decision**



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