

PERSONAL PROFITABILITY DEFINITION STATEMENT

Define profitability on your terms – money, time, energy, and peace.

Profitability is revenue exceeding true cost. True cost includes money, time, physical energy, and emotional labor.

What Profitability Is (and Isn't)

Profitability is not how much clients value you, and it is not your worth as a person. It is a number – and a way of working that doesn't cost you yourself.

In your own words, define what profitability means for your business and your life.

True Cost Accounting

For each cost type, name what it currently costs you.

Cost type	What it currently costs me
Money (expenses, taxes, tools)	
Time (hours, including unpaid)	
Physical energy	
Emotional labor	

Your Numbers

Minimum monthly revenue to be sustainable – not just surviving.

The take-home pay that reflects your worth.

Your non-negotiable profit margin.

What 'Enough' Looks Like

Define enough. What does a profitable, sustainable month actually look like – in money, in capacity, and in peace?

Your Profitability Definition Statement

Write one clear statement, beginning: "Profitability in my business means..."
