# Course: Mission Control: Master Your Data, Metrics & Money

# Lesson 5: Building Your Financial Health Dashboard

## 1. Core Concept & Learning Objective

**Core Concept (148 words):** This is the "CEO" dashboard. Your "Marketing" (L3) and "Sales" (L4) dashboards are great, but they don't tell you if you're *profitable*. "Revenue" is a "vanity" metric; "Profit" is "reality." This dashboard answers the only question that matters: "Am I *keeping* any of the money I'm making?" You will set up a simple dashboard to track your *actual* financial health, *after* your "Tech Stack" (C5, L6) and "Ad Spend" (L3) are paid for. This includes: Total Revenue > Total Expenses > Net Profit Margin > Average Monthly Cash Flow. This is the dashboard that gives you "financial freedom."

**Learning Objective:** By the end of this lesson, you will be able to **set up** a simple, "no-code" dashboard (using a simple spreadsheet or data tool) to **track** and **visualize** your "profit-focused" (Financial Health) metrics: Revenue, Total Expenses, Net Profit Margin, and Monthly Cash Flow.

## 2. Interactive Content Activities

**Activity 1: Case Study: "The '$100k Revenue' Broke Founder"**

- **Type:** Case Study Analysis

- **Time:** 15 minutes

- **Instructions:**

  1. Read the two scenarios:

  2. **'Founder A' (The 'Revenue' CEO):** Makes "$100,000 in Revenue!" (a "vanity" metric). But his "Expenses" (Fancy tools, $20k Ad Spend, $10k on a 'coach') were $95,000. His "Net Profit" was **$5,000.**

3. **'Founder B' (The 'Profit' CEO):** Makes "$50,000 in Revenue." But her "Expenses" (Simple stack, $1k Ad Spend) were $10,000. Her "Net Profit" was **$40,000**.

4. In the text box, answer: "Who is the *real* 'Girl Boss Drill Sergeant'? Why is 'Net Profit' the *only* metric that matters (and 'Revenue' is just vanity)?"

- **Expected Outcome:** An "a-ha" moment that "how much you *make*" is irrelevant. "How much you *keep*" is the *only* thing that matters.

## Activity 2: Strategic Exercise: "Calculating Your 'Net Profit Margin'"

- **Type:** Strategic Exercise

- **Time:** 15 minutes

- **Instructions:**

  1. "Net Profit Margin" (%) is your #1 "health" KPI. It answers: "For every $1 I make, how many *cents* do I keep?"

  2. *Formula:* "( (Total Revenue - Total Expenses) / Total Revenue ) * 100 = Net Profit Margin (%)"

  3. Open the "Margin Calculator" (worksheet).

  4. *Your Task: Calculate the Margin.*

     - **Scenario 1:** Revenue: $10,000. Expenses: $8,000.

     - **Scenario 2:** Revenue: $10,000. Expenses: $2,000.

  5. What is your "Net Profit Margin" for "Scenario 1" and "Scenario 2"?

- **Expected Outcome:** You will understand "Margin." (Scenario 1: 20% Margin. Scenario 2: 80% Margin).

## Activity 3: Tool Exploration: "Finding Your 'Total Expenses'"

- **Type:** Tool Exploration

- **Time:** 15 minutes

- **Instructions:**

  1. This is the "hardest" number to find, because it "lives" in multiple places.

  2. Your task: *List* the 3-5 "Sources" where your "Expense" data "lives."

3. *Example:*

- 1. "Kajabi Subscription" (Tech Stack, L6)

- 2. "ConvertKit Subscription" (Tech Stack, L6)

- 3. "Facebook 'Ad Spend'" (Marketing, L3)

- 4. "Stripe 'Processing Fees'" (Payment Tool)

4. Add these 4 numbers up. *That* is your "Total Expenses."

- **Expected Outcome:** The "a-ha" moment that "expenses" (especially "small" subscriptions) "add up" and *must* be tracked to find your "true" profit.

## Activity 4: "My 'Profit Margin' Goal" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion

- **Time:** 10 minutes

- **Instructions:**

  1. Go to the community discussion board.

  2. **Post:** "My 'Net Profit Margin' goal for my 'Creator CEO' (C5) business is [%]."

  3. *Example:* "My goal is a **70% Profit Margin.** (e.g., for every $10,000 in 'Revenue,' I want to 'keep' $7,000 as 'Profit')."

  4. Reply to one other student's "Margin Goal."

- **Expected Outcome:** A "benchmark" for a "healthy" digital product business. (Hint: 70-80% margin is "good" for digital products).

## 3. Assignment & Project Milestone

## Assignment: My "Financial Health" Dashboard v1.0 (Component 5 of Final Project)

- **Estimated Time:** 60 minutes

- **Deliverable:** A "share" link to your "Financial Health" Dashboard (e.g., your Google Sheet, or a "read-only" link to your "no-code" dashboard).

- **Description:** This is the third and final "page" of your "Mission Control" hub. You will build a simple, clean, *manual* dashboard (using the Google Sheet from

Activity 2) that tracks your 4 "Financial Health" KPIs month-over-month.

- **Step-by-Step Instructions:**

  1. Open the "Financial Health Dashboard" Google Sheet (template provided).

  2. **Row 1: "Total Revenue ($)."** Go to your "Sales Dashboard" (from L4) and *copy* this number (e.g., Jan, Feb, Mar).

  3. **Row 2: "Total Expenses ($)."** Go to your "Sources" (from Activity 3) and *manually* "add up" and "enter" your *total* expenses (e.g., Jan, Feb, Mar).

  4. **Row 3: "Net Profit ($)."** (This cell has a formula: `(Total Revenue - Total Expenses)` . It will auto-calculate.)

  5. **Row 4: "Net Profit Margin (%)."** (This cell has a formula: `(Net Profit / Total Revenue) * 100` . It will auto-calculate.)

  6. **Row 5: "Average Monthly Cash Flow."** (This is your "Net Profit," assuming you are "cash-based." For now, this is the *same* as "Net Profit ($).")

  7. Save this Google Sheet and generate a "share" link. This is Component 5.

- **Connection to Final Project:** This is the "Profit" dashboard of your "Mission Control" hub. You have now built the *three* core dashboards: Marketing (Leads), Sales (Revenue), and Finance (Profit).

- **Evaluation Criteria:**

  - **Excellent:** The link opens a Google Sheet (or similar) with all "Financial" KPIs. The "manual" data (Revenue, Expenses) is "filled in," and the "formula" data (Profit, Margin) is "auto-calculating."

  - **Proficient:** The link opens a sheet, but the "formulas" are "broken," or "Profit" and "Revenue" are "confused."

  - **Needs Improvement:** The sheet is "blank" (the "template" is not "filled in" with data).

## 4. End-of-Lesson Assessment

**(Multiple Choice 1)** In the "$100k Revenue' Broke Founder" case study, why was 'Founder B' ($50k Revenue) *more* successful?

- A. Because 'Founder A' ($100k Revenue) had a "Net Profit" of only $5k, while 'Founder B' had a "Net Profit" of $40k.

- B. Because 'Founder A's' "Revenue" was too high.

- C. Because 'Founder B's' "Revenue" was lower.

- D. Because 'Founder A's' "Expenses" ($95k) were "good." *(Answer: A)*

**(Multiple Choice 2)** "Revenue" is a "vanity" metric. The *only* "reality" metric that matters is:

- A. "Expenses."

- B. "Net Profit."

- C. "CPA."

- D. "AOV." *(Answer: B)*

**(Multiple Choice 3)** What is "Net Profit Margin" (from Activity 2)?

- A. The "total" amount of "Profit" ($) you made.

- B. The "percentage" of "Revenue" you "keep" as "Profit" (e.g., "cents per dollar").

- C. The "total" amount of "Expenses" ($).

- D. The "Average Order Value" (AOV). *(Answer: B)*

**(Multiple Choice 4)** You make $10,000 in "Revenue" and have $2,000 in "Expenses." What is your "Net Profit Margin"?

- A. 20%

- B. 80%

- C. $8,000

- D. $10,000 *(Answer: B. ( ($10k - $2k) / $10k ) * 100 = 80%)*

**(Short Answer 1)** What is the "formula" for "Net Profit ($)"?

- *(Example Answer: "Total Revenue $()- TotalExpenses()$ = Net Profit ($)")*

**(Short Answer 2)** What is *one* "Expense" (from Activity 3) that you *must* track for *your* business?

- *(Example Answer: "My 'Kajabi' (Tech Stack) subscription.")*

**(Scenario-Based 1)** You look at your *new* "Financial Health Dashboard" (your assignment).

- **Revenue:** $5,000 (Good!)

- **Net Profit:** $500 (A "Leak"!)

- **Net Profit Margin:** 10% (A "Leak"!)