Innovate for Big Impact: Rewrite the Rules for Your Small Business Now

Mike Michalowicz is the entrepreneur behind three multimillion-dollar companies and the author of Profit First, Clockwork, The Pumpkin Plan, and his newest book, Fix This Next.

Host Ramon Ray is an entrepreneur, author and speaker, as well as the founder of Smart Hustle Media.
THE PRODUCT PATH
– VALIDATION STAGES –

BETA
→
CORE CONCEPT
→
CORE OFFER
→
DERIVATIVE OFFERS
→
SCALE

Can you sell the “tell”? 
→
Can it be simplified to the essence?
→
Does it sell itself?
→
What else can this be?
→
How can this be a movement?

ADDITIONAL RESOURCES

Fix This Next
fixthisnext.com

Profit First
profitfirstbook.com

Clockwork
clockwork.life

The Pumpkin Plan
pumpkinplan.com

Get Professional Support:
fixthisnext.com
profitfirstprofessionals.com
runlikeclockwork.com
pumpkinplanyourbiz.com
THE BUSINESS CRISIS TREND

STAGE 1
SHOCK
Startle/Freeze Up

STAGE 2
DESPERATION
Stampede/Overreact

STAGE 3
EVALUATION
Consideration or Stagnation

STAGE 4
DELIBERATE ACTION
Strategic/Rebound

STAGE 5
SURGE/BURST
Preparedness/Opportunity

BUSINESS COLLAPSE

BUSINESS CONTINUANCE

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U.S. small businesses have received an extension for the first quarter 2020 estimated tax payment. The first quarter estimated tax payment that was originally due April 15, 2020, is now due July 15, 2020. Additionally, the second quarter estimate originally due on June 15, 2020 is now due on July 15, 2020. Estimated taxes for the third quarter are still due September 15, 2020. As a result, **three tax payments will be due within 60 days of each other**.

Some business owners are treating the postponement of taxes as “free money.” It is not. Taxes are still due. The due date changes simply afford you time to focus on other business priorities, it does not alleviate your tax burden.

Treat your taxes like they are due on the original dates. Put the money aside and don’t use it for any other purpose. Then pay your estimates by the new due dates. Businesses owners who fail to prepare for The 60 Day Triple Tax Punch may experience devastating cash flow challenges as a result.

<table>
<thead>
<tr>
<th>2020 ESTIMATED TAX PAYMENTS</th>
<th>PRIOR DUE DATE</th>
<th>NEW DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>Was April 15, 2020</td>
<td>Now June 15, 2020</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>Was June 15, 2020</td>
<td>Now July 15, 2020</td>
</tr>
<tr>
<td>3rd Quarter</td>
<td>Was September 15, 2020</td>
<td>Still September 15, 2020</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>Was October 15, 2020</td>
<td>Still October 15, 2020</td>
</tr>
</tbody>
</table>

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  - fixthisnext.com
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  - profitfirstbook.com
- **Clockwork**
  - clockwork.life
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  - pumpkinplan.com

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BORROWER LENDER MIX

BORROWER

LENDER

SENSE OF OBLIGATION

TIME

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THE PARETO OVERLAP

CLIENTS

20%

60%

MAINTAIN & MATURE

20%

OFFERING

20%

60%

MAINTAIN & MATURE

20%

ADDITIONAL NO COST/LOW COST RESOURCES

Fix This Next
fixthisnext.com

Profit First
profitfirstbook.com

Clockwork
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The Pumpkin Plan
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I have prepared a brief email template for you to use (you may also use it as an outline for calling them). I hope you find it to be candid, authentic and of service. Please feel free to use it in any way that serves you.

I hope you are doing well. In the same breath, I want to acknowledge that I have no real understanding of how the pandemic may be affecting you. So, please accept my wishes for your health and the health of your loved ones.

As a customer of ours, I want you to know that we are ready to serve you, whenever you are ready. If you need us now, we are ready. If you need us in the future, we will be ready. And if you need us in an entirely new way, we will do everything we can to get ready.

Please tell me if there is a new or better way we can serve you.

And, please don’t feel any obligation to respond. What matters most is that you simply know I am wishing you well.

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