

Executive Summary:

Atlantic Current is a well-established magazine and marketing agency that has been serving the local community for over ten years. We have built a strong reputation for our unwavering commitment to highlighting the stories of local businesses and individuals who embody the vibrant coastal culture of Palm Beach County.

As a magazine, our flagship product is a free print publication that captures the essence of the local coastal lifestyle. We curate compelling content that resonates with our readers, featuring articles, interviews, and features that celebrate the local businesses, events, and personalities that shape our community. Through our magazine, we aim to foster a sense of connection and pride among our readership.

In addition to our print magazine, Atlantic Current offers a comprehensive range of marketing services tailored specifically to the needs of local businesses. Our services include professional photography, video production, creative graphic design, engaging social media management, and other innovative marketing solutions. We understand the unique challenges faced by local businesses and have the expertise to craft impactful marketing campaigns that effectively reach and engage their target audience.

Our success is rooted in our deep understanding of the local market and our genuine passion for telling stories. By focusing solely on the local community, we have developed strong relationships with businesses and individuals, allowing us to authentically showcase their stories and offerings. This localized approach not only sets us apart but also enables us to provide highly personalized services that yield tangible results for our clients.

Looking ahead, Atlantic Current is poised for further growth and success. We have ambitious plans to expand our distribution network, increase our readership, and diversify our revenue streams. We will continue to invest in technology and talent to stay at the forefront of the industry, ensuring that we consistently deliver high-quality content and innovative marketing solutions.

At Atlantic Current, we are driven by our mission to be the leading voice to our local demographic and a trusted partner for local businesses. With our experience, expertise, and unwavering dedication, we are confident in our ability to drive success and make a lasting impact in the community we proudly serve.

Company Description:

Atlantic Current is a dynamic magazine and marketing agency that has been a prominent player in the industry for over a decade. We are dedicated to serving the local community and showcasing the vibrant coastal culture through our compelling content and comprehensive marketing solutions. With a sharp focus on local businesses, we strive to be the go-to resource for businesses seeking affordable and professional marketing services in our area.

Our mission is to provide a platform for local businesses and individuals to share their stories, talents, and achievements with the community. We firmly believe in the power of storytelling to foster connections and inspire engagement. Through our free print magazine and tailored marketing services, we aim to amplify the voices of local businesses and create meaningful connections between them and their target audience.

At Atlantic Current, our vision is to be the driving force behind the growth and success of local businesses in our community. We understand the challenges faced by these businesses, particularly in the highly competitive and rapidly evolving marketing landscape. Our vision is to provide accessible and top-notch marketing services that help local businesses thrive, without compromising on quality or breaking their budgets.

Our target market primarily consists of local businesses across various industries, ranging from small restaurants to local organizations. We recognize that many local businesses struggle to find marketing services that are both affordable and professional, and we aim to bridge that gap. By offering cost-effective solutions without compromising on quality, we have positioned ourselves as a trusted partner for local businesses seeking effective marketing strategies.

In our area, there is a high demand for marketing services that can deliver tangible results while being affordable and customized to the unique needs of local businesses. Atlantic Current aims to meet this demand by providing a comprehensive suite of services, including photography, video production, graphic design, creative content creation, social media management, and more. We leverage our expertise and understanding of the local market to deliver personalized marketing solutions that drive growth and maximize brand visibility.

Our commitment to excellence, customer satisfaction, and community engagement sets us apart. We foster strong relationships with our clients, taking the time to

understand their goals, challenges, and target audience. By doing so, we are able to develop customized marketing strategies that resonate with their customers and yield measurable results.

As Atlantic Current continues to evolve and grow, we remain dedicated to our mission of empowering local businesses and elevating the coastal culture through our magazine and marketing services. We are driven by our passion for the community we serve and our unwavering commitment to delivering exceptional value to our clients.

Products and Services:

Atlantic Current offers a comprehensive range of products and services designed to meet the diverse marketing needs of local businesses. We pride ourselves on delivering exceptional quality and personalized solutions that effectively promote our clients' brands and engage their target audience. Our offerings include:

1. Advertising Space in Our Magazine:
 - a. We provide local businesses with the opportunity to showcase their products, services, and stories through advertising in our print magazine. With a focus on the coastal culture niche, our magazine offers a platform to reach a highly engaged and relevant audience.
2. Photography and Video:
 - a. Our skilled team of photographers and videographers captures visually compelling content that brings stories to life. From product photography and business portraits to event coverage and promotional videos, we ensure that our clients' visual assets are of the highest quality and align with their brand identity.
3. Copywriting:
 - a. Our experienced copywriters with an editorial background craft engaging and persuasive content that effectively communicates our clients' brand message. From compelling ad copy and website content to captivating articles, social media captions and press releases, we tailor our writing to suit the target audience and achieve the desired impact.
4. Social Media Management:
 - a. We offer comprehensive social media management services to help businesses effectively navigate the ever-changing social media landscape. Our team develops strategic social media plans, creates engaging content,

manages community interactions, and implements targeted advertising campaigns across various platforms.

5. Art Direction & Creative Services:

- a. Our art direction and creative services encompass the visual aspects of brand development and marketing campaigns. We work closely with clients to conceptualize and execute creative ideas, ensuring that their brand identity is visually consistent and appealing across all channels.

6. Graphic Design:

- a. Our talented graphic designers create visually stunning assets that enhance brand visibility and attract attention. From logo design and branding materials to print advertisements and digital graphics, we strive to deliver captivating designs that align with our clients' brand aesthetics and effectively convey their messaging.

In addition to these core services, Atlantic Current offers a range of supplementary services to support our clients' marketing efforts. Our goal is to provide a one-stop solution for businesses seeking affordable and professional marketing services in our area.

By leveraging our expertise, industry knowledge, and deep understanding of the local market, we ensure that each product and service we offer is tailored to meet the unique needs and objectives of our clients. At Atlantic Current, we are committed to helping local businesses succeed by delivering exceptional results and fostering long-term partnerships.

Market Analysis:

Atlantic Current's journey since its inception in 2012 reveals a strategic understanding of the local market dynamics and a keen awareness of the evolving needs of its target demographic. As a magazine, Atlantic Current initially identified a void in the market, recognizing the absence of local publications catering to its coastal culture niche. This observation allowed the magazine to establish itself as a pioneer in engaging this specific demographic.

Transitioning into a magazine and marketing agency has further showcased Atlantic Current's adaptability and innovation. Presently, the company holds a unique position in the market. While there may be no direct competition precisely mirroring Atlantic Current's combined magazine and agency model, competition does arise from

businesses offering similar marketing services. Notably, a distinct competitive advantage for Atlantic Current lies in its ability to perform content creation in-house. This hands-on approach enables the company to maintain quality, creativity, and control over content, which sets it apart from competitors who often outsource this crucial aspect.

A fundamental growth driver for Atlantic Current is its capacity to secure new business and expand its team. The absence of direct competition resembling its integrated model positions Atlantic Current to capitalize on its strengths. The company's growth potential hinges on its team size and the ability to accommodate new clients. The flexibility to scale rapidly, as outlined in the financial projections, underscores Atlantic Current's readiness to seize growth opportunities in the market. The strategic alignment of team expansion with the addition of a few key members solidifies the company's capability to efficiently meet the rising demand for its services.

In conclusion, Atlantic Current's market analysis showcases its unique positioning, adaptive approach, and competitive advantage. The company's evolution from identifying market gaps to refining its competitive edge underscores its potential for continued success and growth. The combination of in-house content creation, a niche-focused magazine, and a nimble marketing agency positions Atlantic Current as a prominent player poised to capitalize on market opportunities.

Marketing and Sales Strategy:

Atlantic Current has developed a marketing and sales strategy that leverages our established presence as a reputable magazine in Palm Beach County, printing for over ten years. Our strategy encompasses both the advertising aspect of our magazine and the marketing services we offer, ensuring a seamless sales funnel for gaining new leads and customers. Here's an outline of our approach:

1. Magazine Advertising:

- Leverage our strong distribution network: We will continue to distribute and grow our magazine at various local businesses throughout Palm Beach County, ensuring maximum exposure and reach for our advertisers.
- Cultivate relationships with advertisers: As an established magazine, we have built a solid reputation and advertisers often reach out to us directly to inquire about advertising opportunities. We will maintain proactive

communication with potential advertisers and provide excellent customer service to ensure their needs are met.

2. Showcasing Marketing Services:

- Utilize the magazine as a showcase: Our magazine serves as a powerful marketing tool itself, allowing us to highlight the quality and effectiveness of our content creation and marketing services. Through well-designed and engaging content, we will demonstrate the impact of our work and how it can translate into success for potential clients.
- Feature success stories: We will showcase case studies and success stories of businesses that have benefited from our marketing services. This will serve as social proof and provide potential clients with tangible evidence of the value we can deliver.
- Engage with readers: We will actively engage with our readership through various channels, including social media, to foster a sense of community and encourage discussions around the topics and businesses featured in our magazine. This engagement will create opportunities to promote our marketing services and generate leads.

3. Tailored Marketing Solutions:

- Understand clients' needs: We will take the time to understand the unique needs and goals of each potential client. By conducting thorough consultations and assessments, we can develop customized marketing solutions that align with their objectives and budget.
- Personalized proposals: Our sales team will prepare tailored proposals that outline the specific marketing services and strategies we recommend for each client. These proposals will highlight the value we can provide and demonstrate how our skills showcased in the magazine can directly benefit their own business.
- Transparent pricing: We will offer clear and competitive pricing structures for our marketing services, ensuring transparency and value for our clients. We will provide detailed breakdowns of costs, without hidden fees.

4. Referrals and Partnerships:

- Leverage satisfied clients: We will proactively seek referrals from satisfied clients, encouraging them to share their positive experiences and recommend our services to their networks. Word-of-mouth recommendations can be a powerful driver for new leads and customers.
- Forge partnerships: We will explore strategic partnerships with local businesses and organizations that align with our target market. Collaborative initiatives, such as joint events or cross-promotion, can expand our reach and attract new clients.

By capitalizing on our established magazine presence and effectively showcasing our marketing services, Atlantic Current will generate leads and convert them into long-term customers. Our marketing and sales strategy will focus on delivering value, building relationships, and positioning ourselves as a trusted partner for local businesses seeking effective and affordable marketing solutions.

Operations and Management:

Atlantic Current operates with a cohesive team that efficiently manages both sides of the business: the magazine publication and the provision of marketing services. Our team comprises a combination of full-time employees and specialized contractors who bring their expertise and passion to deliver exceptional results. Here are the key team members responsible for driving the success of Atlantic Current:

1. Account Manager:
 - The Account Manager serves as the primary point of contact for clients. They understand clients' goals, oversee projects, and ensure smooth communication and timely delivery of services. They provide personalized attention and build strong relationships to meet clients' needs effectively.
2. Social Media Coordinator:
 - The Social Media Coordinator manages and executes social media strategies for both Atlantic Current and our clients. They create engaging content, monitor platforms, and foster community engagement to maximize brand visibility and audience interaction.
3. Managing Editor:
 - The Managing Editor oversees the content creation and publication process for the magazine. They work closely with contributors, writers, and editors to curate captivating articles, interviews, and features. They maintain the editorial calendar, ensure content quality, and uphold the magazine's brand voice and style.
4. Graphic Designer:
 - The Graphic Designer is responsible for creating visually appealing designs and assets for both the magazine and client projects. They have a keen eye for aesthetics, creating captivating layouts, advertisements, and marketing materials that effectively communicate the desired message.
5. Photographer:

- The Photographer captures high-quality images for both the magazine and client projects. They have expertise in various photography styles, including product photography, portraits, and event coverage. They ensure that visual content aligns with the brand vision and resonates with the target audience.
6. Videographer:
- The Videographer specializes in creating compelling video content for the magazine and client projects. They possess skills in storyboarding, filming, and editing, bringing stories to life through captivating visuals and storytelling techniques.
7. Copywriter:
- The Copywriter crafts engaging and persuasive written content for both the magazine and client projects. They have a strong command of language and are adept at tailoring their writing style to match the brand voice and target audience. They create captivating ad copy, website content, and articles that resonate with readers and clients' customers.

In addition to the key team members mentioned above, Atlantic Current also relies on a network of specialized contractors who provide expertise in areas such as web development, content creation, and more. This allows us to assemble a skilled team tailored to meet the specific requirements of each client project.

The operations and management structure at Atlantic Current ensures seamless coordination and collaboration between team members, enabling us to deliver high-quality content and exceptional marketing services at a competitive price.

As we continue to grow, we will invest in ongoing training and professional development to stay at the forefront of industry trends and maintain the highest level of expertise. Our commitment to operational excellence and effective project management ensures that we consistently meet the expectations of our clients and exceed industry standards.

Financial Plan:
SEE ATTACHED

SWOT Analysis:

Strengths:

- Agile company with low overhead: The company's lean structure allows for quick decision-making and adaptability to changing market conditions, ensuring a competitive advantage.
- High expertise in content creation: The team's skills in content creation, including writing, photography, and videography, enable the delivery of engaging and high-quality content to clients.
- Competitive pricing and fast service: Atlantic Current's ability to provide services quickly and at a competitive price appeals to clients seeking efficient and cost-effective marketing solutions.
- Personalized approach: The company's commitment to understanding clients' unique needs and tailoring services accordingly fosters strong client relationships and customer satisfaction.

Weaknesses:

- Smaller team size: The smaller team may limit the capacity to take on a large volume of new business simultaneously, potentially leading to missed opportunities for growth.

Opportunities:

- Expansion and team growth: Establishing an office space and growing the team would allow the company to accommodate more clients, increasing its customer base and scaling operations. This expansion can lead to increased revenue and the addition of new services.

Threats:

- Economic downturns: During economic downturns, businesses may reduce their marketing expenditures, posing a risk to Atlantic Current's client base and revenue. The company does have contingency plans in place to weather such challenges, diversify its client portfolio, and maintain financial stability.

By leveraging its strengths, addressing weaknesses, capitalizing on opportunities, and proactively mitigating threats, Atlantic Current can position itself for continued growth, profitability, and success in the competitive magazine and marketing industry.

Future Growth and Expansion:

Atlantic Current has a clear vision for future growth and expansion, focused on expanding its client base and diversifying its range of marketing services. By strategically building out the team, the company aims to provide a broader range of solutions to meet the evolving needs of its clients. Here's an outline of the future growth and expansion plan:

1. Team Expansion and Increased Client Base:
 - As Atlantic Current grows its team, it will be able to take on a larger volume of clients and expand its client base. By leveraging its existing strengths and reputation, the company will actively pursue new business opportunities and build strong relationships with new clients in the local market.
2. Addition of Key Team Members:
 - To support the expansion of services, Atlantic Current will add key team members with expertise in specific areas. These additions may include specialists in website design and development, paid advertising and SEO, public relations, and other relevant marketing disciplines. By bringing in these professionals, the company will be equipped to offer more comprehensive and integrated marketing solutions to its clients.
3. Enhanced Service Offerings:
 - With the addition of new team members, Atlantic Current will be able to expand its service offerings (highlighted in part 2).
4. Hiring of a Additional Account Manager:
 - As Atlantic Current grows and takes on additional clients, the company recognizes the need for a dedicated Account Manager to ensure exceptional client service. This new hire will serve as a key point of contact for clients, overseeing projects, managing relationships, and ensuring client satisfaction. The Account Manager will play a vital role in fostering long-term partnerships and driving the company's growth.

By focusing on team expansion and diversifying services, Atlantic Current is well-positioned for future growth and expansion. These strategic steps will enable the

company to scale its operations, enhance its service offerings, and effectively cater to the evolving needs of its expanding client base.

Conclusion:

In conclusion, Atlantic Current is a magazine and marketing company that has established itself as a trusted name in the industry. With over a decade of experience, we have built a strong foundation and a loyal client base in greater Palm Beach County. Our unique focus on the coastal culture niche, combined with our agile and adaptable approach, sets us apart from the competition.

Our business plan centers around two core pillars: the magazine publication and the provision of comprehensive marketing services. Through our free print magazine, we have successfully showcased the stories of countless local businesses and individuals, fostering a sense of community and celebration of our local area. The magazine serves as a powerful marketing tool itself, highlighting our expertise and demonstrating how our skills can be translated into success for our clients.

Additionally, our marketing services offer affordable and professional solutions that meet the specific needs of local businesses. From photography and video production to graphic design and social media management, we have the expertise to deliver impactful campaigns that drive growth and maximize brand visibility.

The potential for success and growth in Atlantic Current is evident. As we expand our team, we will be able to take on a larger client base and further diversify our service offerings. The addition of key team members, such as website designers, paid advertising specialists, and public relations experts, will enable us to provide a more comprehensive range of solutions to meet the evolving needs of our clients.

We are confident in the future prospects of Atlantic Current. With our experienced team, strong industry reputation, and personalized approach, we are well-positioned to capitalize on the demand for affordable and professional marketing services in our area. Our commitment to operational excellence, client satisfaction, and continuous improvement will drive our success and propel us towards further growth.

In conclusion, we invite businesses in Palm Beach County to join us on this exciting journey. Whether you are looking to advertise in our magazine, leverage our marketing services, or explore a partnership, we are here to support your growth and help you

thrive. Contact us today to discuss how Atlantic Current can be a valuable partner in your marketing endeavors.

ADDITIONAL INFORMATION

Anticipated Buildout of the Space and Launch Timeline:

The anticipated buildout of our office space aims to strike a balance between functionality and creativity. The majority of the workspace will be relatively turnkey, equipped with standard desks, computers, and general decor.

However, we have identified two key elements that we would like to incorporate if possible. First, we are exploring the inclusion of a photo studio with a built-in cyc wall, providing us with a dedicated space for professional photography and video production. Additionally, we are considering a built-in seating area to accommodate a conference table or flexible workspace, allowing us to optimize the space for collaborative meetings and efficient workflow.

The launch timeline for the office space will depend on the availability of funding assistance for these elements. If these elements are approved, we estimate two to three months would be adequate to complete and move in. Our goal is to expedite the launch and have the workspace ready for use as soon as possible, ensuring a smooth transition into the new environment.

The Atlantic Current
Profit and Loss
January - June, 2023

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023
Income						
Discounts/Refunds Given		165.25			20.74	
Sales - Advertising Revenue	6,457.50	8,105.00	10,385.37	1,351.60	11,587.68	1,170.00
Sales of Product Income	3,210.00	0.00	665.00	0.00	440.00	0.00
Marketing Income	21,715.00	24,750.00	26,775.00	16,800.00	29,305.39	19,750.00
Total Income	\$ 31,382.50	\$ 33,020.25	\$ 37,825.37	\$ 18,151.60	\$ 41,353.81	\$ 20,920.00
Cost of Goods Sold						
Freelance Writing	935.60	300.00	1,954.30	475.00	0.00	1,088.80
Graphic Design	4,302.50	595.00	4,278.00	910.00	4,112.50	962.50
Photography	37.49	95.00	0.00	294.25	0.00	750.00
Printing and Production	5,238.98	7,549.48	99.91	6,696.31	103.28	6,709.24
Video Production	0.00	2,850.00	0.00	0.00	0.00	0.00
Total Cost of Goods Sold	\$ 10,514.57	\$ 11,389.48	\$ 6,332.21	\$ 8,375.56	\$ 4,215.78	\$ 9,510.54
Gross Profit	\$ 20,867.93	\$ 21,630.77	\$ 31,493.16	\$ 9,776.04	\$ 37,138.03	\$ 11,409.46
Expenses						
Accounting / Bookkeeping	85.00	190.68	1,498.50	508.50	298.50	158.50
Automobile Expense						
Mileage	443.82	901.28	1,712.03	0.00	1,430.78	1,712.02
Total Automobile Expense	\$ 443.82	\$ 901.28	\$ 1,712.03	\$ 0.00	\$ 1,430.78	\$ 1,712.02
Computer and Internet Expenses	113.73	117.72	17.74	17.74	112.86	733.57
Insurance Expense	0.00	637.02	0.00	0.00	0.00	262.30
Marketing Expense	694.97	384.04	376.56	268.02	416.39	417.99
Website design and expenses	187.35	590.54	637.22	190.48	182.67	109.29
Total Marketing Expense	\$ 882.32	\$ 974.58	\$ 1,013.78	\$ 458.50	\$ 599.06	\$ 527.28
Meals and Entertainment	1,018.74	1,112.70	623.22	991.36	1,079.32	844.40
Office Expenses	924.38	1,096.95	855.58	714.98	602.68	1,547.85
Office Supplies	688.96	78.83	487.03	0.00	1,218.63	1,746.59
Payroll Expenses	1,989.76	-12.64	198.15	14.32	0.00	0.00
Payroll Service Fee	0.04	0.00	0.00	0.00	0.00	0.00
SEP Employer Contribution	0.00	0.00	1,562.50	0.00	2,375.00	900.00
Taxes	848.28	1,157.29	1,128.81	1,138.65	553.83	801.23
Wages	8,229.17	10,000.00	10,461.54	10,625.00	10,758.32	10,431.40
Total Payroll Expenses	\$ 11,067.25	\$ 11,144.65	\$ 13,351.00	\$ 11,777.97	\$ 13,687.15	\$ 12,132.63
Postage and delivery	0.00	0.00	36.35	0.00	91.63	7.47
QuickBooks Payments Fees	231.70	184.14	209.13	252.15	276.13	134.04
Rent Expense	569.15	585.12	585.12	585.12	585.12	907.79
Sales Tax Paid	0.00	257.67	0.00	212.11	0.00	30.80
Tax Expense	0.00	0.00	0.00	192.00	0.00	131.60
Telephone Expense	295.49	295.41	295.41	294.92	294.79	294.78
Travel Expense	100.00	47.44	51.50	0.00	1,744.72	12.00
Uncategorized Expense	488.00	488.00	0.00	0.00	0.00	0.00
Utilities	79.98	81.05	81.05	81.05	81.05	81.05
Total Expenses	\$ 16,988.52	\$ 18,193.24	\$ 20,817.44	\$ 16,086.40	\$ 22,102.42	\$ 21,264.67
Net Operating Income	\$ 3,879.41	\$ 3,437.53	\$ 10,675.72	-\$ 6,310.36	\$ 15,035.61	-\$ 9,855.21
Other Income						
Interest Income	0.85	0.77				
Total Other Income	\$ 0.85	\$ 0.77	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Other Expenses						
Ask My Accountant				138.75		
Total Other Expenses	\$ 0.00	\$ 0.00	\$ 0.00	\$ 138.75	\$ 0.00	\$ 0.00
Net Other Income	\$ 0.85	\$ 0.77	\$ 0.00	-\$ 138.75	\$ 0.00	\$ 0.00
Net Income	\$ 3,880.26	\$ 3,438.30	\$ 10,675.72	-\$ 6,449.11	\$ 15,035.61	-\$ 9,855.21
Assumptions						

January - June 2023 = Actuals						
Notes						
2024 marketing revenue projections based on the addition of key team member in Q4 2023 to bring account f						
2024 Additional team member to assist in account growth						
2025 projects additional growth with existing team						

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July 2023	August 2023	Sept 2023	Oct 23	Nov 23	Dec 23	Total	
						185.99	
6,509.53	6,509.53	6,509.53	6,509.53	6,509.53	6,509.53	78,114.30	0.10
719.17	719.17	719.17	719.17	719.17	719.17	8,630.00	
23,182.57	23,182.57	23,182.57	23,182.57	27,397.57	27,397.57	286,620.78	
\$ 30,411.26	\$ 30,411.26	\$ 30,411.26	\$ 30,411.26	\$ 34,626.26	\$ 34,626.26	373,551.07	
792.28	792.28	792.28	792.28	792.28	792.28	9,507.40	
2,526.75	2,526.75	2,526.75	2,526.75	2,526.75	2,526.75	30,321.00	
196.12	196.12	196.12	196.12	196.12	196.12	2,353.48	
4,399.53	4,399.53	4,399.53	4,399.53	4,399.53	4,399.53	52,794.40	
475.00	475.00	475.00	475.00	475.00	475.00	5,700.00	
\$ 8,389.69	\$ 8,389.69	\$ 8,389.69	\$ 8,389.69	\$ 8,389.69	\$ 8,389.69	100,676.28	
\$ 22,021.57	\$ 22,021.57	\$ 22,021.57	\$ 22,021.57	\$ 26,236.57	\$ 26,236.57	272,874.79	
456.61	456.61	456.61	456.61	456.61	456.61	5,479.36	
1,033.32	1,033.32	1,033.32	1,033.32	1,033.32	1,033.32	12,399.86	
\$ 1,033.32	\$ 1,033.32	\$ 1,033.32	\$ 1,033.32	\$ 1,033.32	\$ 1,033.32	12,399.86	
185.56	185.56	185.56	185.56	185.56	185.56	2,226.72	
149.89	149.89	149.89	149.89	149.89	149.89	1,798.64	
426.33	426.33	426.33	426.33	426.33	426.33	5,115.94	
316.26	316.26	316.26	316.26	316.26	316.26	3,795.10	
\$ 742.59	\$ 742.59	\$ 742.59	\$ 742.59	\$ 742.59	\$ 742.59	8,911.04	
944.96	944.96	944.96	944.96	944.96	944.96	11,339.48	
957.07	957.07	957.07	957.07	957.07	957.07	11,484.84	
703.34	703.34	703.34	5,735.34	735.34	735.34	13,536.08	
364.93	364.93	364.93	364.93	364.93	364.93	4,379.18	
0.01	0.01	0.01	0.01	0.01	0.01	0.08	
806.25	806.25	806.25	806.25	806.25	806.25	9,675.00	
938.02	938.02	938.02	938.02	938.02	938.02	11,256.18	
10,084.24	10,084.24	12,084.24	12,084.24	12,084.24	12,084.24	129,010.87	
\$ 12,193.44	\$ 12,193.44	\$ 14,193.44	\$ 14,193.44	\$ 14,193.44	\$ 14,193.44	\$ 154,321.31	
22.58	22.58	22.58	22.58	22.58	22.58	270.90	
214.55	214.55	214.55	214.55	214.55	214.55	2,574.58	
636.24	636.24	636.24	1,636.24	1,636.24	1,636.24	10,634.84	
83.43	83.43	83.43	83.43	83.43	83.43	1,001.16	
53.93	53.93	53.93	53.93	53.93	53.93	647.20	
295.13	295.13	295.13	295.13	295.13	295.13	3,541.60	
325.94	325.94	325.94	325.94	325.94	325.94	3,911.32	
162.67	162.67	162.67	162.67	162.67	162.67	1,952.00	
81.05	81.05	81.05	281.05	281.05	281.05	1,571.53	
\$ 19,242.29	\$ 19,242.29	\$ 21,242.30	\$ 27,474.30	\$ 22,474.30	\$ 22,474.30	247,602.46	
\$ 2,779.27	\$ 2,779.27	\$ 779.27	-\$ 5,452.73	\$ 3,762.27	\$ 3,762.27	25,272.33	
						1.62	
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	1.62	
						0.00	
						138.75	
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	138.75	
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	-137.13	
\$ 2,779.27	\$ 2,779.27	\$ 779.27	-\$ 5,452.73	\$ 3,762.27	\$ 3,762.27	25,135.20	

total to our goal, based on the average monthly revenue per client							

2024	2025
85,925.73	94,518.30
8,630.00	8,630.00
379,351.80	505,802.40
473,907.53	608,950.70
9,507.40	9,507.40
30,321.00	30,321.00
2,353.48	2,353.48
55,433.70	58,205.39
12,000.00	24,000.00
109,615.58	124,387.27
364,291.95	484,563.43
5,479.36	5,479.36
12,399.86	12,399.86
12,399.86	12,399.86
2,226.72	2,226.72
1,798.64	1,798.64
5,115.94	5,115.94
3,795.10	3,795.10
8,911.04	8,911.04
6,000.00	6,000.00
11,484.84	11,484.84
12,000.00	12,000.00
4,379.18	4,379.18
0.00	0.00
11,250.00	11,250.00
11,256.18	11,256.18
174,010.87	182,711.41
196,517.05	205,217.59
270.90	270.90
2,574.58	2,574.58
19,634.88	19,634.88
1,001.16	1,001.16
647.20	647.20
3,541.60	3,541.60
3,911.32	3,911.32
1,952.00	1,952.00
3,372.60	3,372.60
\$ 293,723.75	\$ 302,424.29
\$ 70,568.20	\$ 182,139.14
0.00	0.00
0.00	0.00
0.00	0.00
138.75	138.75
138.75	138.75
0.00	0.00
\$ 70,568.20	\$ 182,139.14
