

# FUNDAMENTAL ACCOUNTS

## INCOME

This is the account that accepts all of your deposits.

## OPEX

Operate and run your business. Pay your bills, vendors, and employees

## OWNER'S PAY

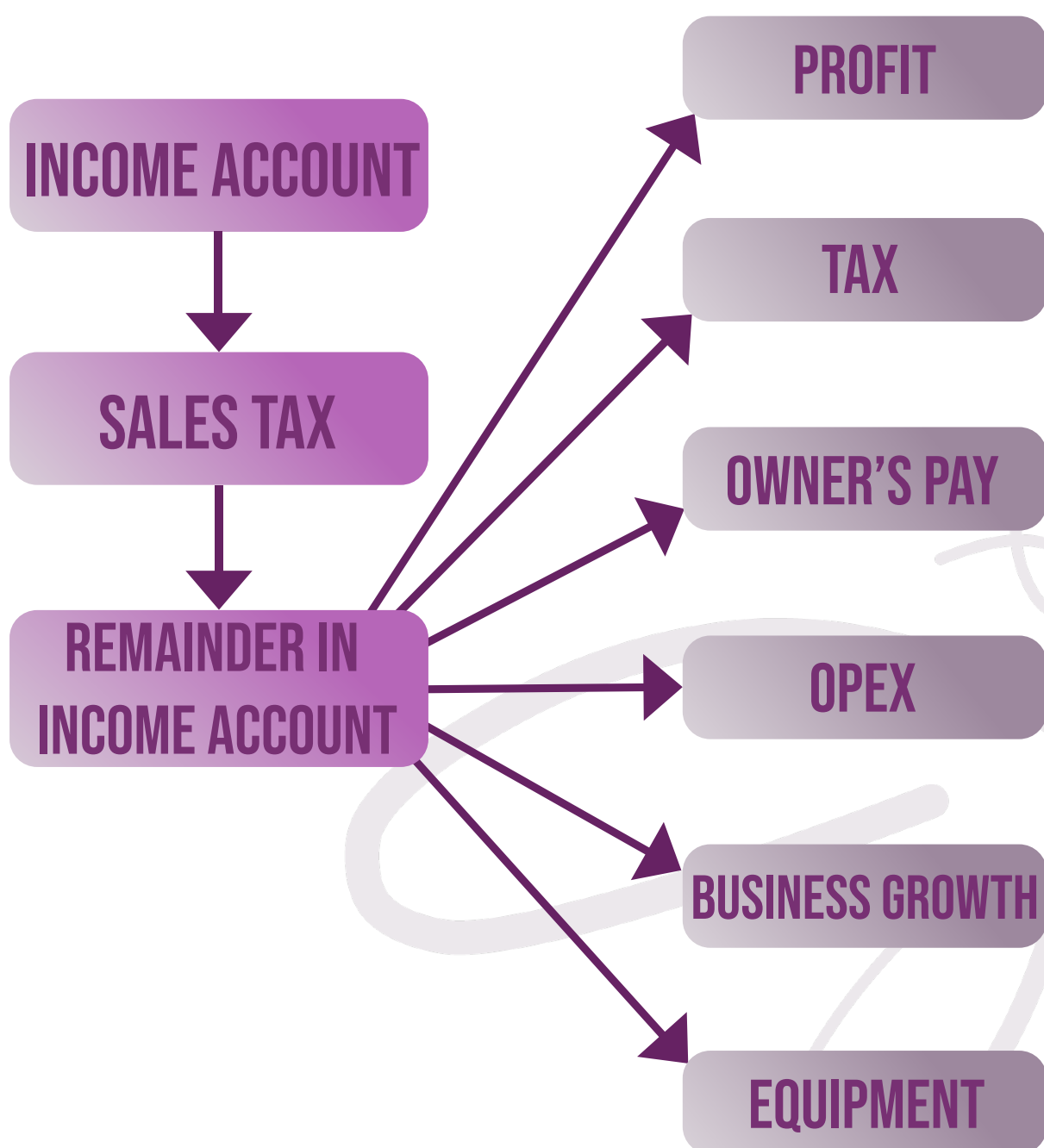
Build a buffer in this account to cover payroll and benefits for you.

## TAX

This account covers tax and liability to the IRS.

## PROFIT

Duh! This is the fun account. "Show me the money" moment.



## PF FOR YOUR INDUSTRY

### EQUIPMENT

That stuff is EXPENSIVE, and when you need it, you really need it. You absolutely need a good camera, lenses, lights, backdrops, and computer.

### BUSINESS GROWTH

These are the funds for you to be able to attend those conferences (PPA. Image USA etc.) This also covers the continuing education from your favorite mentor or online course. Wanna join a mastermind group? This is how you are going to pay for that too.

### SALES TAX

Sales tax is often a struggle with your industry. If you put this away before you do anything else then you know that when it comes time to pay the state comptroller there is no worries about it.