

TEN FOUR
COACHING

A combine harvester is shown in a field, harvesting crops. The machine is green and yellow, with its harvesting mechanism visible. The background shows a vast field of crops under a clear blue sky.

SIMILARITIES BETWEEN OTHER INDUSTRIES AND FARMING

- ✓ SEASONAL
- ✓ WEATHER
- ✓ MARKET CHANGES
- ✓ COMPETITION



THE JOURNEY, LEARNING BUSINESS

-STILL LEARNING...
-IT NEVER STOPS...



CORE PRINCIPALS OF BUSINESS

- MINDSET
- FITNESS
- FINANCE
- MARKETING
- SYSTEMS & PROCESS
- LEADERSHIP



2002

WE ALL WANT SUCCESS
WHAT'S YOUR DREAM?



2022



2010

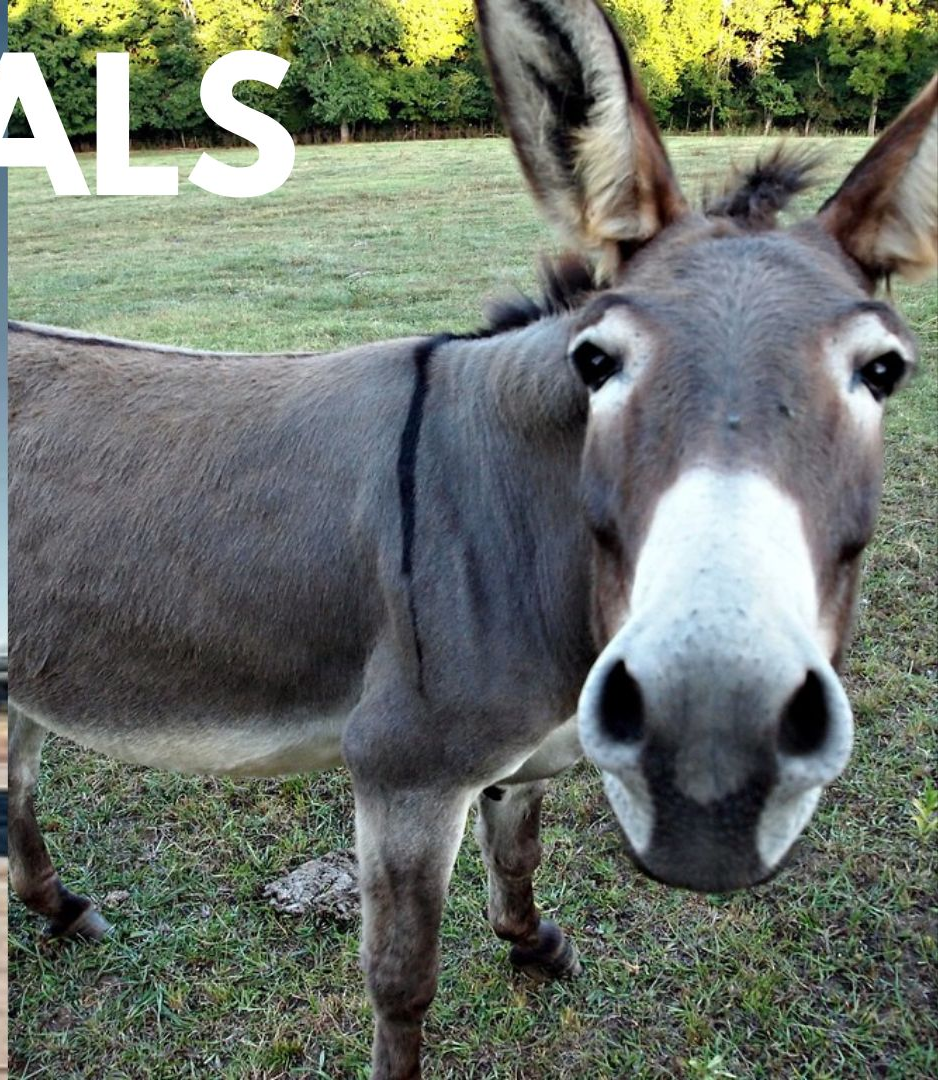
WHAT DO YOU WANT?



- **Nice Equipment**
- **Nice Facility**
- **Team of Employees**
- **Loyal Employees**
- **Cash in the Bank**
- **Vacations**
- **Family Time**



GOALS



WHY DOESN'T EVERYONE HAVE IT?

- MOST DON'T KNOW HOW,
OR WHERE TO START
- WHAT THEY SHOULD DO...
- WHAT THEY SHOULD
NOT DO.
- HOW DO YOU LEARN
WHAT & HOW TO DO IT?



MY JOURNEY



2000

WORKED ON
GRASS SEED
FARM

2001

GRADUATED
HIGH SCHOOL,
STARTED
BALING
BUSINESS

2012

HAY
EXPORTING
OLD HAY
PRESS

2016

FIRE AT HAY
PRESS

2018

PURCHASED
CULVER
MANSION, NO
WATER

2019

PURCHASED
NEW HAY
PRESS

2021

ALMOST FILED
BANKRUPTCY

2022

BEST YEAR
EVER

2023

ALMOST LOST
IT ALL AGAIN

2024

TRYING TO GET
TO BREAKING
EVEN

2025

LOOKING AT NEW
OPPURTUNITIES/
SCALING

I FOUND OTHERS TO **HELP ME GROW**



- EVENTS
- COACHING GROUPS
- FINANCE COURSES
- MARKETING EVENTS
- SURROUNDED MYSELF WITH PEOPLE WHO HAVE DONE IT
- CONTINUED TO INVEST IN ME & MY BUSINESS

OVERCOMING FINANCIAL FAILURES



**WHAT HAPPENED?
CASH TO ACCRUAL CHANGE**

**WHY MOST BUSINESSES FAIL
ON CASH BASIS FINANCIALS**

FINANCIAL STRATEGY & PROCESS

IMPORTANCE OF KNOWING FINANCIALS:

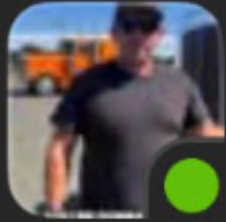
- COST PER TON
- COST PER MILE
- COST PER LEAD
- % OF REVENUE
- YEARLY COMPARISONS
- MONTHLY COMPARISONS
- WHAT'S YOUR BREAK EVEN



**SYSTEMS & PROCESS
ARE THE BACKBONE OF
ANY SUCCESSFUL
BUSINESS.**

**WHAT'S WRONG
WITH SMALL
BUSINESS?**

MARKETING



Truck Driver Recruitment | R&R

● Active · Leads

767

\$10.61

\$8,134.29



Truck Dispatch Recruitment | R&R
Campaign

Off · Leads

99

\$2.39

\$236.92

THIS REPORT SHOWS YOU COST PER LEAD FROM CRM & FACEBOOK ADD

Bounds Hay Company
 Summary of Baling Costs
 2022-2024

Expense	Total Cost			Cost per Ton			Cost per Ton Diff		Total Cost Diff	
	2024	2023	2022	2024	2023	2022	2024-2023	2023-2022	2024-2023	2023-2022
Payroll	71,396	75,137	108,427	2.73	4.86	5.28	(2.13)	(0.42)	(3,741)	(33,291)
Repairs & Maintenance	166,082	41,952	29,729	6.35	2.71	1.45	3.64	1.27	124,130	12,223
Twine	97,774	37,454	56,625	3.74	2.42	2.76	1.32	(0.33)	60,320	(19,171)
Fuel	39,995	53,578	55,007	1.53	3.47	2.68	(1.94)	0.79	(13,583)	(1,429)
Depreciation	262,598	219,611	204,434	10.04	14.21	9.95	(4.16)	4.25	42,988	15,177
Supplies	5,639	10,700	-	0.22	0.69	-	(0.48)	0.69	(5,061)	10,700
	643,485	438,431	454,222	24.61	28.36	22.11	(3.75)	6.25	205,053	(15,791)
Tons Baled	26,147	15,458	20,540							
Cost/Ton	24.61	28.36	22.11							

Expense	Percentage of Total Cost		
	2024	2023	2022
Payroll	11%	17%	24%
Repairs & Maintenance	26%	10%	7%
Twine	15%	9%	12%
Fuel	6%	12%	12%
Depreciation	41%	50%	45%
Supplies	1%	2%	0%
	100%	100%	100%

- **BREAK EVEN CALCULATOR**
- **COST PER TON**
- **TOTAL BALING COST PER TON**
- **COMPARISON 3 YEARS**

3 YEAR COST PER TON COMPARISON

Cost per Ton

2024	2023	2022
2.73	4.86	5.28
6.35	2.71	1.45
3.74	2.42	2.76
1.53	3.47	2.68
10.04	14.21	9.95
0.22	0.69	-
24.61	28.36	22.11

Cost per Ton Diff

2024-2023	2023-2022
(2.13)	(0.42)
3.64	1.27
1.32	(0.33)
(1.94)	0.79
(4.16)	4.25
(0.48)	0.69
(3.75)	6.25

Total Cost Diff

2024-2023	2023-2022
(3,741)	(33,291)
124,130	12,223
60,320	(19,171)
(13,583)	(1,429)
42,988	15,177
(5,061)	10,700
205,053	(15,791)

FINANCE REPORTING

- HISTORICAL REPORTING PREVIOUS YEARS
- REVENUE
- METRICS / UNIT MEASUREMENTS
- EXPENSES
- PROFIT OR LOSS
- SALE OF FIXED ASSETS
- EBIDTA
- DEBT SERVICE
- COMPANY EVALUATION

BOUNDS TRUCKING

Internal Financial Statements
(Management Use Only)

Income Statements

REVENUES:

	Annual 12/31/2024	1/31/2024	2/28/2024	3/31/2024	4/30/2024	5/31/2024	6/30/2024	7/31/2024	8/31/2024	9/30/2024
Container Hauling	\$ 2,351,250	\$ 168,750	\$ 187,500	\$ 206,250	\$ 206,250	\$ 187,500	\$ 168,750	\$ 206,250	\$ 168,750	\$ 225,000
Flatbed Straw Hauling	434,000	21,000	21,000	28,000	28,000	21,000	21,000	63,000	63,000	63,000
Hauling for Hire	-	-	-	-	-	-	-	-	-	-

NET REVENUES	2,785,250	189,750	208,500	234,250	234,250	208,500	189,750	269,250	231,750	288,000
---------------------	------------------	----------------	----------------	----------------	----------------	----------------	----------------	----------------	----------------	----------------

CANS HAULED	3,135	225	250	275	275	250	225	275	225	300
COST PER CAN HAULED	750	750	750	750	750	750	750	750	750	750
TONS HAULED	62,000	3,000	3,000	4,000	4,000	3,000	3,000	9,000	9,000	9,000
COST PER TON HAULED	7	7	7	7	7	7	7	7	7	7

COGS OF GOODS SOLD:

Fuel	674,643	45,961	50,503	56,740	56,740	50,503	45,961	65,218	56,134	69,759
Trucking Payroll	815,000	60,000	60,000	75,000	75,000	60,000	55,000	75,000	60,000	75,000
Leases	245,160	20,430	20,430	20,430	20,430	20,430	20,430	20,430	20,430	20,430
Insurance	144,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000
Vehicles	171,000	13,500	13,500	13,500	13,500	13,500	13,500	16,000	16,000	16,000
Repairs and Maintenance	235,000	15,000	15,000	15,000	15,000	15,000	15,000	25,000	25,000	25,000
Shop Payroll	72,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000
Licenses and Taxes	42,000	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500
Mileage	173,022	11,787	12,952	14,552	14,552	12,952	11,787	16,726	14,396	17,891
Contracted Labor	14,000	-	-	-	-	-	-	-	3,500	7,000
Other	7,967	543	596	670	670	596	543	770	663	824
Depreciation	96,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000

TOTAL COST OF GOODS SOLD	2,689,792	196,721	202,481	225,392	225,392	202,481	191,721	248,644	225,624	261,404
Fuel as % of revenues	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%
Trucking payroll as % of revenues	29%	32%	29%	32%	32%	29%	29%	28%	26%	26%
Repairs & Maint. As % of revenues	8%	8%	7%	6%	6%	7%	8%	9%	11%	9%

GROSS PROFIT	95,458	(6,971)	6,019	8,858	8,858	6,019	(1,971)	20,606	6,126	26,596
---------------------	---------------	----------------	--------------	--------------	--------------	--------------	----------------	---------------	--------------	---------------

OPERATING EXPENSES	24,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
---------------------------	---------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------

OPERATING INCOME	71,458	(8,971)	4,019	6,858	6,858	4,019	(3,971)	18,606	4,126	24,596
-------------------------	---------------	----------------	--------------	--------------	--------------	--------------	----------------	---------------	--------------	---------------

Other income (expense)	-	-	-	-	-	-	-	-	-	-
Sale of fixed assets	-	-	-	-	-	-	-	-	-	-
Interest expense	(24,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)	(2,000)

NET INCOME (LOSS)	\$ 47,458	\$ (10,971)	\$ 2,019	\$ 4,858	\$ 4,858	\$ 2,019	\$ (5,971)	\$ 16,606	\$ 2,126	\$ 22,596
--------------------------	------------------	--------------------	-----------------	-----------------	-----------------	-----------------	-------------------	------------------	-----------------	------------------

Depreciation	96,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000
Interest expense	24,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000

EBITDA	\$ 167,458	\$ (971)	\$ 12,019	\$ 14,858	\$ 14,858	\$ 12,019	\$ 4,029	\$ 26,606	\$ 12,126	\$ 32,596
---------------	-------------------	-----------------	------------------	------------------	------------------	------------------	-----------------	------------------	------------------	------------------

How do we get these numbers?

- **QB ONLINE**
- **DATA In on Accrual**
- **Close books out monthly**
- **Reviews and adjust each month, try again**

3 KEY TAKEAWAYS

- **SURROUND YOURSELF WITH LIKE MINDED PEOPLE**
- **THINK BIG**
- **KNOW YOUR NUMBERS**



Jesse Bounds

Interested In
Ten Four Coaching?

Join Today!

