



January 24, 2016

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Mike and Team,

I thought I would take a moment and share something with you. I don't know if you remember me or not, but I am the hot air balloon guy in St. Louis that took your partner in the leather company for a balloon ride. I just finished reading Profit first for the umpteenth time, and actually had to buy a new copy. I kind of wore out parts of the first copy I had and then gave it to a friend to help them out. I own and operate a hot air balloon ride business. We have operations in St. Louis Missouri, Albuquerque and Taos New Mexico, and also now in Cottonwood Arizona near Sedona. It is an incredible business to run, but it does have challenges. We are pretty heavily regulated by the FAA and obviously are incredibly capital intensive.

When I read your book for the first time, I thought you had lost your mind. No way could this work. So for the last few months of 2014 I did nothing. I kept doing it things the way I was. After all, I was profitable, but my cash flow wasn't the best. It was all I could do to deal with the cash issues honestly. Finally about the beginning of this year, I read the book again and started trying it. Granted, there were some things I had to tweak to fit my business and make it work with how I have to run my business, but I started viewing it as more of a framework than a step by step manual that had to be followed precisely. My OCD had gotten to me before and prevented progress early on. No longer. Late 2014 I had actually taken the first step to improve things even though I didn't realize it at the time. Early in 2015 I really started following it as best as I could without creating more problems than I was fixing.

I now have 3 separate accounts plus my general payments account, plus 2 at other banks. The big accounts I use are a capital account, a distribution account (eventually for me), and a profit account. I started by depositing \$5 per passenger flown into the capital account to be used for new equipment, 1% to distribution and 2% to profit. Taxes for me were easy because I wasn't paying myself anyway and I had let go two employees at the end of 2014 and punched the reset button on that portion of the business, plus by federal law Balloon Rides aren't subject to Sales Tax. PLUS I still work a full time job in IT that takes about 60 hours a week but covers the profit tax I pay as an S corp. During our season (April through November ish) I am now up to \$10 per person to capital, 5% to distribution and 10% to profit. All because we got our spending under control and stopped making more debt. We do still have some debt to pay off, but we are getting there.

To give you an idea of what this has done for us, at one point early in 2015 our net profit year over year from year to date 2014 versus 2015 was up 1,721.4%. Nope. No typo. I truly am not kidding. We ended 2015 with Net Profit up 335.3% overall! On top of that, we ran about a 22% net Profit percentage!

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