



## Ranching For Profit Profitability Workshop

Most ranches are financially unattractive and economically unrewarding. We've come to rely on off-farm income, not paying ourselves a competitive wage, appreciating asset values, and other "self-subsidies" so that we can keep ranching. It doesn't have to be that way! Find out how most livestock operations are structured to lose money and what you can do about to improve your triple bottom line. Topics will include:

### 1. Working On The Business

We tend to work *in* our businesses, but rarely do we work *on* them. Growing up we learned how to drive tractors and brand calves. No one taught us how to build a cash flow, read a profit or loss statement, much less structure a business for profit. Ranchers attending the seminar will learn why working on their businesses is the first step in building a sustainable business.

### 2. The Three Secrets For Increasing Profit

Starting with no land, no livestock, no money and no time, participants will build a livestock business from scratch. As they put together the business they will see what it takes to earn a healthy profit and why most ranches earn a big loss. They will discover there are only three things (the three "secrets") that any business can do to increase profit.

### 3. Knowing What The Numbers Mean

Most ranchers don't have a firm grip on their economic and financial situation. Ranchers attending the workshop will learn how to benchmark their businesses to determine which of the three secrets for increasing profit applies to them.

### 4. Show Me The Money

Most ranchers have >90% of their money tied up in "fixed assets" and very little in working capital. This is why most of us are wealthy on their balance sheet and broke at the bank. Workshop participants will see how many Ranching For Profit School alumni overcame this challenge and created highly profitable businesses.

### 5. Working With Nature

Most Ranch Businesses are structured to fight nature. The result is economic, financial, environmental and personal stress. Participants will see how their businesses fight natural cycles and will learn how to restructure their operations to be in synch with the environment to increase profit.

## The Ranching For Profit School & Executive Link Program *Healthy Land, Happy Families & Profitable Businesses*

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