

THE 25% MONEY RULE

FOR FOUNDERS

Split every payment into four the moment it lands.

25%

TAX POT

Corporation tax, VAT, income tax — whatever applies to your structure.

25%

OPERATING EXPENSES

Software, subscriptions, contractors, tools. If it runs the business, it lives here.

25%

PROFIT RESERVE

Growth, reinvestment, or retained profit. This is your runway — protect it at all costs.

25%

PAY YOURSELF

Salary, dividends, or drawings. You built this — you deserve to benefit from it.

HOW TO USE THIS

- 01 Money lands in your business account.
- 02 Immediately split 25% into each of the four pots.
- 03 Never dip into Tax or Reserve for running costs.
- 04 Repeat every single time — no exceptions.

THE CEO ROADMAP

Your first 30 days — mapped out and done properly.

£27 — [Purchase Now](#) →

THE FOUNDER'S EDIT

Real strategy & clarity — delivered every month.

£8/month — [Subscribe](#) →