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# Happy Holidays



## The 50/30/20 Rule for Business

The 50/30/20 Rule helps business owners understand how to allocate their money and manage cash flow properly.



**50 - 50%** of your income should be used for rent, utilities, payroll, taxes and other normal business expenses.



**30 - 30%** of your income should be used for things such as meals, travel and other expenses that don't affect the day to day operations of the business.



**20 - 20%** of your income should be put away for savings. Best practice is to put at least 20% of your income aside each month in case of a rainy day or a slow season. We all have slow seasons, so make sure to prep for this all year round.



## Did you Know?

According to the Sensor Tower app download data, **Disney+** accumulated **4 million downloads** of the app on November 12, it's launch date. What does this mean for the future of **Netflix**?



## Client Feedback



Complete our 90 second **Client Feedback Survey** for a chance to win a **\$250 Amazon gift card**.