

The Paid & Present Promise

This is not a guarantee anyone makes to you. It is a promise you make to yourself – and a system that makes it possible to keep. Read each stage, then write your own version below it.

Paid THE FOUNDATION

WHAT I SUGGEST AS A PROMISE

I will pay myself a generous, non-negotiable salary – planned in advance, not taken from what's left.

Not a reward for a good month. Not whatever is sitting in the account on payday. A fixed, committed amount that reflects what your business genuinely owes you for running it. Financial control starts here.

| Without this, nothing else is sustainable.

YOUR VERSION OF THIS PROMISE

WHY THIS MAKES SENSE TO YOU

Present THE FREEDOM

WHAT I SUGGEST AS A PROMISE

I will build a business that runs without me being required for every decision, every problem, every day.

Not absent – present in the way that matters. Present for your family, your clients, your own thinking. The business operates through systems and capable people, not through your constant personal effort.

| Without Paid, this cannot last. Without this, Proud stays out of reach.

YOUR VERSION OF THIS PROMISE

WHY THIS MAKES SENSE TO YOU

Proud

THE RESULT

WHAT I SUGGEST AS A PROMISE

I will build something I am genuinely proud of — that delivers consistently, treats people well, and reflects why I started.

Pride is not a strategy. It is the natural result of a business that works properly — one that keeps its promises, grows without chaos, and still feels like yours.

| This is what the whole system is built toward.

YOUR VERSION OF THIS PROMISE

WHY THIS MAKES SENSE TO YOU

Paid
Stability first

PRESENT
Freedom follows

PROUD
Pride compounds

THE PROMISE IN FULL

I promise myself that I will build a business that pays me consistently, runs without requiring my constant presence, and reflects the reason I started.

The order matters. Paid comes first — not as a reward but as a foundation. Present comes second — not as a luxury but as the natural result of a business with real systems. Proud comes last — not as a goal to chase but as something that quietly arrives when the first two are in place.

YOUR VERSION IN FULL

SIGNED

DATE