



Doing Business Without Debting

A monthly publication of **BDA Help for Debtors (registered group # 7720)**

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BDA Tool Six in a Nutshell: Profitability

Before coming to BDA and working the Steps around not only debting but also income and earning, I was not able to see that I was clearly underearning — in DA, “underearning means not generating enough income to take care of our needs without debting” (from the cover of DA’s *Underearning* pamphlet) — and that my business was on the brink of failure. I had deluded myself into thinking I was operating at a 50% margin (that is, gross profit, or total revenue less cost of goods sold), when it was closer to 30%, even less in some cases.

I couldn’t figure out why there was never enough money to pay myself and my contractors. I was using overdraft as a means to survive both personally and professionally for years, and I could see no way out. I was in a cycle of debting that I could not break, and my non-sufficient fund (NSF) fees were adding \$20,000 to my business expenses every year.

A couple years into BDA, I began to overcome my disease and began to practice:

BDA Tool 6 — We maintain clarity about the overhead and profit margins of every product or service we sell.

While working the Steps in DA and BDA, via the BDA Solvency Immersion Conference (bdaworkshops.org), I was able to be honest about my debting for the first time in my life. I was able to let go of my shame at not knowing “how to do business” or “how to handle money.” I gained clarity. Among many moments of clarity, I discovered that I had been grossly undercharging for the services I provide. My business could not be profitable, could not even survive, unless I raised my rates.

Having had a spiritual awakening through the Steps, I gained more clarity and discovered more truth through the process of developing a business plan during the first of the BDA Business Planning Conferences

(<https://www.bdahelpfordebtors.org/bda-business-planning-conference>). When I finally looked at the actual cost of goods sold on every job, rather than what I thought they were, there was only 25%-30% left in gross profit. This was neither enough to run my company nor enough to pay me a salary I could live on.

I wanted to run a profitable business that provided the best services that I and my teams could provide. I wanted to do my higher power’s will in my business and work life AND I wanted everyone, especially my clients, to like and never leave me. Yet, as difficult as it was for me, I had to raise my rates by 25%-30% just to stay in business, to not debt, either personally or in business, and to pay myself a reasonable salary for the work I do. I was in a lot of fear that I would lose clients. The most I had ever raised my rates before had been 3%-5%.

When considering new customer service requests or bidding new jobs, I ensure profitability for every job. I measure my quoted price against projected cost of goods sold to make sure the margins stay within acceptable range. If my estimated gross profit for any job or customer drops below 50%, I don’t take the job. It is a waste of my business’s resources to do work that isn’t

profitable when I know I can fill the time with clients who are willing to pay our new rates. I no longer live in fear that I won’t have enough jobs or clients.

God has shown me that I am worthy of “*this* (profitability) or *something better* (the long-term wellbeing and sustainability of my business and of myself).” There is always *something better* as I found out when I surrendered my life and business, gained some humility, stopped trying to do everything my own way, began to dig deeper into my own inventory, invited the higher power deeper into my life and business, and had a new spiritual awakening as a result of taking the Steps in BDA. For me, the magic — yes, magic — of the Steps, lies in honesty, open-mindedness, and

willingness to listen to someone else’s guidance instead of my own. Accepting the support, encouragement, feedback, and guidance of my fellow BDA members may be the most profitable thing I’ve ever done.

— Nancy G, San Ramon, CA

NOTE: Registration for the current BDA Business Planning Conference is now closed. Please visit our BDA Online Events page (<https://www.bdahelpfordebtors.org/bda-online-events>) for upcoming events, including our next round of business planning in September, October, and November for 2023 business plans. Registration is now open.





Doing Business Without Debting

BDA Help for Debtors (registered group # 7720)

Outreach to Veterans project (as of 06-16-22)

Please note:

We have made excellent progress on our "Outreach to Veterans" public information project.

Purchasing has been completed, except for the USPS stamps we'll need for most of the 400 brochure packages, including restock requests for more brochures. All of the printed materials and most of the mailing supplies have been received, and we've made a great start on brochure bundling and packaging.

We used money from our group savings account to facilitate purchase of the stamps for the first 100 brochure packages, which will go out no later than June 27th. We will continue to buy the stamps we need — \$11 per brochure package — as additional group and member contributions are received. The more Vet Centers reached at the same time, the more impact this effort will have on still-suffering debtors.

Please consider making a personal contribution via <https://www.paypal.com/paypal/me/BDAHelpforDebtors>, and please consider asking your group to make a contribution during your next business meeting.

Besides potentially helping the debtors who still suffer, in this case veterans and their families, doing outreach and carrying the DA and BDA message helps all of us too.

VA Vet Centers plus almost 100 extras for restocks

original mailing = 333 bundles of 45 brochures

20,000 brochures (\$0.093 each x bundles of 45 = \$4.19 per package)	1,857.56
560 return address labels (\$0.08 each)	44.87
600 stickers for front of envelopes: "Please share our message of HOPE" (\$0.68 each)	407.32
425 9.5 x 14.5 bubble envelopes (\$0.555 each)	235.93
1,200 colorful rubber bands for bundling brochures (3 bands or \$0.066 per package up to 400 packages)	26.40
1,500 white mailing labels for front of bubble mailers (\$0.065 per package up to 400 packages with LOTS left over for future mailings)	25.90
600 vinyl stickers for back of bubble mailers (\$0.073 per package up to 400 packages with LOTS left over for future mailings)	29.07
stamps for first 100 packages (\$11 each per USPS postal station)	1,100.00
stamps for remaining 233 packages (\$11 each per USPS postal station)	2,563.00
taskrabbit for pickup and delivery of 333 packages to postal station (\$0.45 per package)	150.00
stamps for extra 67 packages (\$11 each per USPS postal station)	737.00
subtotals	7,177.05
+ contingency	122.95
project estimate for 400 packages (at a cost per package of \$18.25)	7,300.00
earmarked donation from sundaybdaonline.org	500.00
earmarked donations from bdalist@groups.io	78.87
earmarked donations from DA and BDA members	2,650.00
Funds left to raise to complete the project	\$ 4,071.13

NOTE: Vet Centers provide readjustment counseling and outreach services to all Veterans who served in any combat zone. Services are also available for family members dealing with military related issues. The Veterans Health Administration (VHA) operates community based Vet Centers in all fifty states and the District of Columbia (plus Guam, Puerto Rico, and the US Virgin Islands).



Doing Business Without Debting

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YTD Treasury @ May 31, 2022

Please note:

No DA or BDA member has ever been compensated, except for the spiritual gifts of ongoing solvency and ever-expanding recovery, for our services to debtors and business owners through this service group or its activities (see Tradition Eight).

We pay retail prices to the GSO for our purchases of physical literature, retail prices to the GSO via Amazon for our purchases of digital literature, and ship 1st class worldwide. We also make \$300 gratitude donations to the GSB at the end of each quarter (or earlier).

Radio project dollars are paid to a hired media company as contracted special workers (see Tradition Eight again). No DA or BDA members are employed or engaged there, and this is neither advertising nor promotion. It's production and distribution of public service announcements (PSAs) for attraction of debtors and business owners like us (see Tradition Eleven).

To view and / or download any of our monthly treasury reports

July 2020 through May 2022, plus our 2022 action and income / spending plans, please visit:

<https://www.helpfordebtors.org/treasury-plans-and-reports>

	Jan - May 22	Budget	\$ Over Bu...	% of Budget
Ordinary Income/Expense				
Income				
Contributions from BDA Groups	400.00	1,500.00	-1,100.00	26.7%
Contributions from BDA Members	845.00	750.00	95.00	112.7%
Contributions to Literature	3,500.00	750.00	2,750.00	466.7%
Contributions to Public Info	9,200.00	3,000.00	6,200.00	306.7%
Donations - Veterans Outreach	650.00	0.00	650.00	100.0%
Event -- BDA Biz Plans Fall	250.00	0.00	250.00	100.0%
Event -- BDA Biz Plans Spring	1,925.00	2,500.00	-575.00	77.0%
Event -- BDA Solvency Immersion	2,671.67	2,500.00	171.67	106.9%
Event -- Help with PRGs	1,287.00	0.00	1,287.00	100.0%
Event -- Holiday Spending Plans	100.00	0.00	100.00	100.0%
Event -- Visioning in New Year	175.00	2,500.00	-2,325.00	7.0%
Event -- Visioning in Summer	250.00	0.00	250.00	100.0%
Total Income	21,253.67	13,500.00	7,753.67	157.4%
Expense				
Literature				
Books and Pamphlets from GSO	3,626.70	3,000.00	626.70	120.9%
eBooks	1,375.00	1,750.00	-375.00	78.6%
Shipping and Supplies	2,500.00	1,500.00	1,000.00	166.7%
Total Literature	7,501.70	6,250.00	1,251.70	120.0%
Overhead Expenses				
Gratitude Contributions to GSB	600.00	300.00	300.00	200.0%
Tech Expenses	0.00	250.00	-250.00	0.0%
Transaction and Bank Fees	186.30	500.00	-313.70	37.3%
Website and Related Services	87.87	250.00	-162.13	35.1%
YTD Change in Prudent Reserve	-1,199.87	300.00	-1,499.87	-400.0%
Total Overhead Expenses	-325.70	1,600.00	-1,925.70	-20.4%
Public Information				
Radio Outreach Media Project	14,800.00	10,000.00	4,800.00	148.0%
Undefined PI Activities	462.60	800.00	-337.40	57.8%
Total Public Information	15,262.60	10,800.00	4,462.60	141.3%
Total Expense	22,438.60	18,650.00	3,788.60	120.3%
Net Ordinary Income	-1,184.93	-5,150.00	3,965.07	23.0%
Other Income/Expense				
Other Income				
Offset prudent reserve trans	-1,199.87	300.00	-1,499.87	-400.0%
Total Other Income	-1,199.87	300.00	-1,499.87	-400.0%
Net Other Income	-1,199.87	300.00	-1,499.87	-400.0%
Net Income	-2,384.80	-4,850.00	2,465.20	49.2%

ASSETS

Current Assets

Checking/Savings

General Fund	20.40	0.7%
Literature Fund	218.66	7.9%
Overhead Fund	30.02	1.1%
PI - Outreach to Veterans (pp)	650.00	23.5%
Public Inform Fund (in paypal)	794.12	28.7%
Savings (Prudent Reserve)	800.30	28.9%
Tech and Web Fund	254.11	9.2%

Total Checking/Savings

2,767.61 **100.0%**

Total Current Assets

2,767.61 **100.0%**

TOTAL ASSETS

2,767.61 **100.0%**

LIABILITIES & EQUITY

Equity

Retained Earnings	5,152.41	186.2%
Net Income	-2,384.80	-86.2%

Total Equity

2,767.61 **100.0%**

TOTAL LIABILITIES & EQUITY

2,767.61 **100.0%**

Celebrations

Anniversaries Listed by Solvency Dates

May 11, 2020 — Julie R, Maryland —
Congratulations on 2 years, Julie!

May 13, 2021 — Heather K, Syracuse, NY
— Congratulations on 1 year, Heather!

July 1, 2020 — Marc E, Seattle, WA —
Congratulations on 2 years, Marc!

July 21, 2021 — Akhil K, Delhi, India —
Congratulations on 1 year, Akhil!

Want to celebrate your or a friend's
upcoming solvency anniversary?

We suggest a gratitude donation of \$10 for
each year of solvency being celebrated.

Outreach

2022 BDA PSA Activity Summary

Our 2022 PSA and cover letter were distributed to 1,000 radio stations, across the US, on March 7, 2022, and will be re-distributed to 700 stations in May 2022. Here are our results so far:

May 2022

Radio stations who played in May: 46

Number of PSA plays in May: 660

Audience impressions in May: 2,174,100

Since March 7, 2022

Total radio stations played: 60

Number of PSA plays: 1,628

Audience impressions: 4,539,650

By group conscience: The second distribution for 2022 was focused on Seattle, San Francisco Bay Area, Tucson, Chicago, New Orleans, Philadelphia, Boston, DC, Baltimore, and Atlanta.

Visions

We will host nine workshops via video conference over two months, all focused on visioning in DA and BDA:

“Sometimes one of the hardest questions to answer in life is ‘What do I really want?’ We keep ourselves so busy doing what we have to do that we don’t get around to asking ourselves what we want to do. And sometimes we don’t know how to differentiate between what we really want and what we think we should want.”

— from DA's *Visions* pamphlet

On Sundays in July and August we will uncover, discover, and manifest our visions through the DA and BDA program. Registration is now open.

Details are available at <https://www.bdahelpfordebtors.org/visioning-conference>. Please join us.

“Isolation will give way to fellowship; faith will replace fear.”

— A Solvent BDA Member Shares About Promise Six —

“Why am I here in this place again in life? At this stage in my life? After years of faith in my higher power why am I in so much pain? I don’t understand why I am having thoughts of ending my life. Others seem to have achieved so much in their lives, but I seem to be stuck in this god-forsaken negative loop. I just don’t get it. I am a decent person. I lead a decent life. I must not be worthy of the simple pleasures of life that others seem to be getting and enjoying. What is wrong with me? There’s definitely something wrong with me.”

This broadly represents the state of mind I was in when I came into BDA and DA. With 15-16 years in another 12-Step fellowship, and 10-12 years of spiritual prayer and meditation practice, I came to BDA in a helpless and hopeless state. God bless the soul who referred me to BDA. For about a year I was part of a groups.io list where I read other people’s posts, and I posted sometimes. Just that alone injected a dose of hope into me. People sharing their own issues with money made me feel like I was not alone.

There are no BDA or DA meetings in India yet. Having worked the 12 Steps in another fellowship and having seen their magic, I wanted to work the 12 Steps in BDA. I also wanted to be a part of the BDA and DA fellowship since I am aware that I have absorbed the program most effectively being in the company of others who are on the same journey. It is only through higher power’s grace that I joined the BDA Solvency Immersion Conference (bdaworkshops.org). It’s been an intense six months being an active participant in the conference. Over these six months, since January of this year, I have worked the 12 Steps, all 12 Steps, with someone and have gone on this journey with the most fantastic bunch of people. I know for sure that some of these people will become lifelong friends.

My mother left for heaven during the conference and life seems to be going through a big shift again as a result. I was her primary caretaker for many years. The feelings of being alone, of having lost a big sense of purpose, and of no one understanding what I am going through can still rush through my being and agitate me to the core. Sometimes I let them. Yet I feel anchored in my higher power. This regaining and expansion of my faith and trust in my higher power is the biggest gift that I have received through this brief journey I have had in BDA. I have faith that my higher power has brought me to BDA and DA to improve my life beyond my imagination. It’s still early days for me but, yes, I do have hope and a certain sense of excitement about what lies ahead in life. — Akhil K, Delhi, India

PLEASE NOTE: If you do not yet have your own copy of *A Currency of Hope*; of DA’s 12, 12, and 12; or of all of DA’s pamphlets (if you’re willing and able to receive and accept an eBook on the Kindle app), please visit <https://www.helpfordebtors.org/free-da-and-bda-literature> to request this conference-approved literature for free.