

Ep #25: Put Your Soul on a Spreadsheet with a 2025 Annual Report



Full Episode Transcript

With Your Host

Jess McKinley Uyeno

[Fun Money with Jessica McKinley Uyeno](#)

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If you're one of those dirty girls who loves homework, you love your Spotify wrap up, you love a story told through a spreadsheet, you're going to love this episode. My clients, they come to me already bold, but one core thing that they all upgrade when they work with me is their identity as an advanced decision maker. Someone who both makes lots of decisions in advance, obvious, and who moves like the freaking wind in the moment.

And one of the reasons we can do this is because when it's all said and done, the collection of big moves made, failures collected, milestones reached and unreached, will tell the most incredible story at the end of the year when we finally pause to sit with the data and reflect on how much freaking fun we've had with our money and our businesses. And that's why I created a personal tradition of doing what public companies are required to do and most private companies never will. I create and then publicly publish my annual report.

And by the end of this episode, you're going to find out what the hell an annual report even includes, how to create one yourself, and why this simple practice could be the bridge between being impressive to your peers and being impressive to the top dogs.

You're listening to *Fun Money*. This is your host, mentor to the most interesting women in the world, Jess McKinley Uyeno, and this is episode number 24.

Happy New Year to all my absolute dimes out there. Tens when it comes to playing the money games at the highest level. And today we're going to remind ourselves that those goalposts moving, it's only fun when we pause to zoom out. What even happened these last 12 months? Am I right? I'm an elder millennial myself, and I recently, that means I earned my card that grants me permission to say dumb cliches like, damn, I don't even remember what I had for breakfast yesterday, and the years keep going faster and faster. Which is why I get all the goosebumps every year when

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my team and I pause and sit down and pour over the data of what we created last year in our annual report.

Quick backstory, my husband Mark was telling me about a company that had their earnings report coming out. He does this when he is tracking a certain company that he's investing in the stock market or betting on essentially. And I was like, huh, these earnings report, like, what is in them? And I was just asking all sorts of questions. And the more I learned about it, the more I was like, so it's only public companies that do this? Why doesn't every company do that? I would love to be forced to do that. And then I was like, wait a second. I'm the boss. I can do what I want. I'm just going to do it.

And even though it scared the absolute hell out of me to make it public, especially when no one had explicitly asked, I knew that this was my edge to not just create and put together a couple of pages of what my company produced that year, what were all the back end, what are all the things that your shareholders would want to know essentially. And I thought, okay, I want people to know. The lack of transparency in the mentorship industry has always driven me to banana land. Like every single woman who I've personally heard share honestly about their numbers was someone that I instantly trusted.

In 2016, for example, it was the first time I heard a woman, my old mentor, Brooke Castillo, talk about how much money she earned with her business in life coaching. And spoiler alert, it was a lot of money, or it was to me at the time. It was over a million dollars. I think it was three million dollars. She was saying that she had earned in a year and this just absolutely blew my mind. Not only did the number like feel crazy, but I just never heard anyone talk as a solopreneur about what they were earning and I loved it.

And since then it has become more common, but not in the way that I'm talking about. In 2018 for the first time, I heard a woman named Sam Laura

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Brown break down her entire quarter's business plans and numbers on her podcast. And I was like, holy, like what value. In 2021, for the first time, I saw a woman Kat Del Carmen publish her entire review of her business, all of it. Like right there for everyone to read. I think she posted it on Facebook.

And these moments, they blew my mind. They shifted something in me. They crumbled what I believed was normal for women. They pulled back the curtain on all of the mystique of entrepreneurship and the money part, for goodness sake. They were talking about it shame free or maybe with shame, but they were just willing to move through it and put it all out there and lay it on the table. And I just thought, I would pay to have this kind of transparency. Then my husband was doing that whole stock market thing and you know, I'm more of a mutual fund set and forget it till you're retired kind of gal. So I really didn't think too much about my investments as being a part of something that people would care about.

Of course, I was teaching my clients how to be smarter with their money, both at that time in 2022 when I first started, it was only with my one-on-one clients. And then I've since begun to bring it into my mastermind students as well, because I know that it is so important for women who are earning to not just make more money and then to put it all in an account and actually lose money when it's just on a savings account, which we can talk about in another episode, losing money from inflation, but then spending it too, not having it aligned wisely.

So as he was doing this, I was like, this kind of data creates trust. And you can screenshot random wins in an Instagram post all you want or hide behind a high follower count and some viral reels. But how does anyone actually know if the people that we follow, that we want to model our life after, our businesses after, that we want to hire as mentors are financially smart or not? If they're winning or not? And if I'm going to hire a business or money mentor, I like to know, and I presume you do too.

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So that's why every year I publish my annual business report, not just to build trust, which of course that's part of it. I want people to know what I stand for and I believe that our core values really come out, our character comes out through our actions, and what we're actually doing behind the scenes, not just with our money, but to create that money, the decisions that we made, our reasons why. I lean into people and spaces and communities based on how they think and if we share the same values, right?

And so the sooner that you start this process, the quicker you will neutralize and make sense of exactly why your business is running like it is. So if last year you had a business that was completely mind blowing to you and you had incredible results, you want to know why that worked. And if you had a year that didn't grow or that plateaued or that didn't produce as much as it did previous years, you want to know why that is, both ways. So doing this full business evaluation, it's medicine. It's medicine for all women who struggle with money ick, money overwhelm, money shame, money lack, money vagueness of, okay, I have it. Maybe I know how to do the earnings game, but I don't really know how to invest what's normal. There is no normal, but hey, listen, if we have something that we want to model it after, we want to model it after the whole picture because most of us are trying to model ourselves and our business models after examples that we don't really know what it's like. Like we don't know what the backend life is around people who are making a certain amount of money.

And let's say last year when I made two hundred and eighty something thousand dollars, I can tell you that I had peers that made the same amount or more that were absolutely hollow inside from what it took them to run that business and to create that revenue. And that not a lot of them even had that much revenue to show for it. Or if they did, they spent it promptly and it maybe wasn't the most aligned spending.

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And I want to show you what it can look like and what I've worked really hard to create as the process of fun money, what it can look like in the spectrum and the perspective of a year. So you don't have to share it publicly to have this report change the game for your strategy and your CEO mindset. But of course, I encourage you to consider what it might be like to bear it all, to be held accountable to your dreams and your decisions, both external, the ones that people can see and internal behind the scenes, the ones that you're saying you stand for, but then when you're putting it out there in numbers, how the numbers it can't hide behind it.

Okay. So my 2025 annual report is going to be sent out to my email list in the upcoming weeks in January. So if you want to see the nitty gritty of mine, which you know you do, you can join my email list in the show notes or by going to the link in my bio in Instagram at Jess McKinley Uyeno, J E S S M C K I N L E Y U Y E N O. But I wanted to share the kind of fun reports I deem worthy of tracking and sharing here on the pod. I wanted to break down like, what actually goes into an annual report? Why does this matter? Does it matter to you? Is it something that you want to bring into practice? And so I'm just going to share the outline of some of the things that have gone into it, the table of contents, if you will, so that you can see why this matters so much.

The first thing that goes into it is the most obvious number that everyone wants to see, which is what is your gross revenue, the breakdown of that revenue, as in what offers brought it in. Like how is the math mathing? And then of course, your profitability or my profitability here. And so I talk about cash collected versus receivables that were sold into the next year. I break down the different offers and what offers were responsible for what parts of my revenue so that you can understand too how scaled the business is and how many hours that means I'm working based on this revenue.

I compare it to the previous year as well, so I show the revenue growth as well as the profitability percentage this year versus the previous year. And

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again, I explain a little bit of the why behind that. So why I had growth in 2024 and why it was the amount that it was, like what real decisions led to it.

The second part is business milestones and shifts. And I talk about the different things that were happening that are kind of intangible and some tangible things, right? But maybe the ones that people aren't talking about that much that defined the year, those defining moments. So for me, sometimes that's hiring a mentor or going into a world where I'm developing a specific skill and I honed in on that. Maybe it's burning down an offer or creating a new offer. Maybe it is connecting with my audience in a different way or speaking to my audience in a different way, different channels, different messaging.

Those are the things that really reflect the annual revenue. And I think that's important. I just want a 360 perspective. When I'm looking at a company, when I'm looking at a mentor, I want to know, okay, not only are you do you have the numbers that look like that might be fun to make this amount of money, okay, but is it actually? And what created this? That is value. So hopefully more than anything, this entire report is going to be something that shows you, oh, okay, what kind of decisions did I make? What kind of discomfort did I endure? What kind of harm did I put myself in potential harm's way for the sake of the mission, right? And you can also see where you didn't, where you said you wanted to and then just didn't.

The next thing that goes in there is my big life things, because as a mentor and as a leader in the space of the most interesting women in the world, to me, money is just not the point. It is the thing that as we make more of it, it should reflect back in the life that we're having. And I love to mention what's happening big behind the scenes in my life that have nothing to do with business. So I speak a little bit about the travel that I had, about the habits that I began to really hone in on. I talk about my word of the year and what I focused on embodying more of.

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I talk a little bit about my kids and what happened with them. I talk about anything significant that happened behind the scenes that maybe you just, it doesn't show up on a spreadsheet, but it tells a deeper picture. One year on this big life thing was my decision to homeschool my son for a bit and to do a lot of work with him on his brain. And I think that this was such an important part of my year and it was the picture for why I would scale in a certain way or why I would or wouldn't do after certain goals, why I didn't choose for 2023 to be the year that I wrote a book because there were just other priorities personal that I didn't feel I had the capacity for. I was choosing not to expand my capacity in that season in that way, but capacity is always being expanded, right, when you're after a big life.

And so we talk about the big life things. Then I break down my 2024 marketing strategy. So it's more numbers, more reports. I love I talk about the different transitions. You know, for me, I've got a lot of different channels. I have my podcast, and Instagram, my email, my main three ones that have been there for different years. And so if one is added or one is taken away, I just share what the numbers look like because, yeah, I have a podcast, but you guys don't know, like how many downloads are there? How many posts did I put on Instagram? How many emails?

People see the numbers and the money, but they don't know what it takes, what you're putting in terms of work. And in some cases, I'm not out here trying to say that it's that hard, because like that's not the hill I'm trying to die on. She worked really hard and so therefore she was valuable. It's like, no, I like to be hardworking for myself, but I also like to chill out. I like to luxuriate and I want to show just the truth of my narrative, of what my life looks like behind the scenes and how I'm able to create the revenue and what it felt like. And I think sometimes numbers tell that story and sometimes story tells that story.

So we kind of go back and forth between numbers and story, numbers and story, right? So we've talked about the gross revenue breakdown and

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profitability, then some behind the scenes of big life behind the biz, and then some marketing. And then we talk about big scenes behind the scenes, big moves. So hiring and firing and raising and decisions, big decisions. So I talk about some of that internal stuff that was going on. So people can see again, like there's that outward stuff that is easy to see from the outside of a business, but you don't know.

Like I know business owners who do nine figures, like eight figures, nine figures, and they have the leanest staff. They have like two to five staff members. And then I see ones that are at like a million and they have 35 staff members. It's just like a huge difference to know what kind of a company are you, what kind of an owner are you, and what is your money actually look like from the inside and the outside.

So I talked about that. And then of course, my favorite part, the client results. So I shared some numbers about not just me, but what my business has created on the other side of it. Like what does this money mean in terms of the value that it's producing, sharing that is so fun. And then practice what you preach. So some of my business statistics that tell a picture of what I value. So my money practices, talking about my investing habits versus, and this is where I share some of my personal stuff, building up my business reserves, my giving practices, my spending values. So shopping and hiring women owned that has always been a value of mine, so sharing what that percentage is as it definitely shifts year to year.

And then time. Time is a huge core value of mine. Everyone knows that I say, you know, lots of money, plenty of time. And so I share the hours I spent coaching per week and I have a graph and it goes year to year and I just show about how I shifted that so that you can understand. Yeah, behind this year of 2021 to 2022, when I look at what my revenue was that year to that year, like I was coaching 23 hours a week versus four in 2022, the year my daughter was born. So it's like wild. Like we want to know these things so we can see, so we can stop comparing ourselves to

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something that just isn't our reality, right? I want to understand, can I model myself after someone that I want their whole picture, right? Or I want to model myself after something that looks good to me and feels good to me.

Continued is the statistics in my values. I talk a little bit about coaching investments versus earnings, right? Like I am someone who of course preaches that investing in your mindset, investing in spaces and communities where people are further ahead of you are just genuinely not just creating business results, but they're also seeking in their most interesting life. I know the value of this. And so if I'm telling everyone, hey, I believe this is valuable, I believe this is valuable, but then I'm not doing it behind the scenes, like I don't know what that would mean. And so I'm saying it's valuable as in it will show up in your results in your bottom line.

So how do I align that for myself? How do I put that into integrity in an annual report? Well, what I came up with was coaching investments versus my earnings. And then of course, the story piece of it will show the rest of it. Like do I have the personal life that I want? Am I reaching my personal goals? Am I able to show up in the way that I want to?

But yeah, I've shown from the year 2020 I think until now, I've watched myself invest different amounts. You know, the year that I invested thirty-five hundred, sixty-four dollars, I made thirty-six thousand dollars, right? So like 10 percent. Then I invested eighteen thousand five hundred dollars, which sounded crazy to my family after I just had a year where I made less. And then that year I made seventy-six thousand dollars. So again, right? Like the jumps that I had were exponential. And then I invested fifty-six thousand dollars. People are think she's lost her mind and I doubled my revenue that year. I made a hundred sixty-three thousand dollars.

I invested a little bit less that next year, but like shifted focus, got really clear, and surprise, surprise, I didn't like upgrade my investments that much. I went down and I made one hundred eighty-nine thousand dollars

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that next year. And then I invested eighteen thousand dollars, but this is the year, I think I had my daughter, and my revenue went down to a hundred sixty-seven thousand dollars. And then that next year I was like, balls to the wall, let's freaking go. I invested forty-nine thousand dollars, I made two hundred and ninety-one thousand dollars last year.

Now, the message of this and the moral of this is not trying to just paint a black and white picture of like, the more dollars that you invest in a coach equals the number of dollars you're going to make. All I'm showing is like there's a correlation between how much you're willing to put on the line for yourself. Like I can tell when someone is saying, I want a big thing, but they just have no willingness to put skin in the game. I know that they're not going to be able to attain the levels they really want because playing at the highest level both in your life and your business requires you have something on the line, requires that you put your money where your mouth is, that you put yourself in harm's way, that you risk something, because if not, you're telling yourself, well, I don't really believe that it's possible for me. That is what you're saying by not risking anything because you're not willing to risk anything. This is apparent in any game that you would play, in a card game, right? It's like, how confident are you that you're going to win? Well, prove it.

Okay? So this is just like fun ways for me to show myself like, okay, is everything matching? Is everything lining up? Are the words that I'm saying, is it actually true? I love to poke holes in my own theories and I love it when I'm proven right and I also love it when I'm proven wrong and I'm like, huh, maybe I want to shift something. It's all just data. It's all a game. And the final thing that I put in here is acknowledgements where it's just a moment of gratitude for me. You've reflected on the year and it's time to really see like who were the other faces and the other influences here that allowed you, that allowed me, that allowed our company to produce in the way that we are, to allowed me to have the interesting life that I had. And so I love this page and I always get teary eyed writing it.

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But each year, the whole point of this is for me to stretch in finding new ways and new fun ways for me to tell a story. You know, this year my CFO was saying to me, we should calculate your hourly rate, which essentially is just the dollars that I made compared to the hours that I worked. It's a different metric to revenue created just straight up. And I think it's fun, right? So let this report be an expression of numbers and graphs and charts that like make you feel just unfreaking stoppable because the truth is that even non-growth years have a beautiful story and lesson and have something worth telling in there.

And I have had since I started this, I had one year where I made less than I had the previous year. I think actually the year after 2023, I made less than I made in 2022, just by a little bit, like by like seventeen K. And I was like, oh, should I not post it? And I was like, no, of course this is the point because why? What did I focus on? What did I scale? What was different? I was learning how to lean out of one on one and to build up my revenue so that it wasn't completely dependent on all of my hours. I was learning how to do that. And it just took nine months to like really master. Is that big of a deal? No. When I did the annual report, I was like, actually, you know what? This money is even more impressive, the 163 year than the 189 year. Why? Because it was on my terms. It was showing growth in a different way.

So just let this be a reminder that it's all winning. It's all gravy, baby. Money is fun, no matter how you slice it. And the more you lean into the data, the more you lean into the numbers and to whatever you're avoiding and whatever like shame or vulnerability gets triggered in this process, the more you lean into it, the less it can affect you and the more you become a CEO who is truly unconditional. That is a woman that we all deserve to know. Go lead it, baby. And if you want this document, my team created a template for you.

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So you can get it in the show notes. It's twenty-two dollars. Like, hell freaking yeah, you love your homework. You're going to love this document. Sit, little cozy. It's January 1 today. If you're listening to this anytime of the year, right, like you can do this and you can reflect on your previous year and just blow your own mind. You can do this quarterly if you want. Remember, there are no rules. You make them. Let it be fun. We'll see you next week.

That's it for today's episode of *Fun Money*. But if your brain is buzzing and you want more, come hang out with me over on Instagram, [@JessMcKinleyUyeno](https://www.instagram.com/JessMcKinleyUyeno) or visit us at FunMoneyPod.com because that's where the real magic happens. Until next time, stay bold, stay interesting, and for the love of God, go do something fun with your money!