

FREE GUIDE

7 STEPS TO FIX

Cash Flow

IN YOUR BUSINESS



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Hi, I'm Katia!

REGISTERED BAS AGENT AND BOOKKEEPER

I have over 25 years of hands-on industry experience and I'm passionate about helping business owners with their bookkeeping and accounting software. The preparation of high-quality reports and accounts is my specialty. Being well organised, logical, and decisive I can help you bring order into the financial side of your business.

Not only am I great with numbers but I'm compassionate, and patient with my clients. My natural vision gives me the ability to support businesses as they transition through different phases of growth. As a registered BAS agent, you can be reassured and backed up by the Tax Practitioners Board.

I am a strong advocate for business owners learning how to do their own bookkeeping.



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I am a certified trainer and assessor. I have been training business owners and their employees for the past seven years on how to use accounting software with great success. In addition, for the last three years I have been training in various units of competencies as set out by Training.gov.au including:

- ✓ BSBFIA301 – Maintain financial records
- ✓ BSBFIA301 – Maintain financial records
- ✓ xBSBFIA303 – Process accounts payable and receivable
- ✓ BSBFIA304 – Maintain a general ledger
- ✓ ICTICT208 – Operate accounting application



7 Steps To Fix Cash Flow In Your Business

To help you get started I've created a guide.



1. Improve profit margins by adjusting your business plan

Cash flow problems should prompt you to review your business plan, processes, operations, and expenses. It would help to determine why you had a cash flow shortage, whether it will recur, and how to handle future needs.

Examine your business's profit and loss statements and profit margins based on categories (jobs, clients, employees, events, marketing strategies, products, and services) to determine which areas are most and least profitable. This will help you adjust your business plan to focus on profit-generating services, let go of clients who cost you more than you realize, optimize your pricing structure, and identify waste or unnecessary expenses to cut.

2. Boost receipts

Accelerate your receivables like Tesla did during its cash-flow crisis. The faster money flows into your business; the sooner cash flow problems are solved. Tesla accelerated receivables by offering and accepting pre-orders for a product before production.

Instead of billing new customers for the total amount after services or products are delivered, ask for a deposit or partial payment upfront.

Invoice early. Instead of sending all invoices on the same day of the month, invoice clients immediately after product or service delivery. Sending an invoice early speeds up payment.

Frequent invoices. Instead of waiting until a job is complete to send an invoice, send one every week or two to cover services provided.

Prioritize overdue accounts. Call past-due clients from your accounts receivable. In a cash flow crisis, every cent counts.

Offer credit card, mobile, and electronic payment options to make client payments easier.

3. Discuss payables

Delaying or reducing cash outflows during a cash flow crisis will help your working capital. Be honest with vendors to negotiate payments or delay payments. Loyal vendors will likely be flexible and willing to help you in a pinch. You may also get a break from your utility companies.

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4. Consider loans

Cash flow shortages occur when more money leaves than enters. Bringing money into the business is one solution. Business loans or credit card advances can be used. Before taking on business debt, ensure you understand the interest rates and have considered all other options to avoid kicking the problem down the road.

If your business has an inherent problem causing a cash flow crisis, taking on debt will only make it worse.

5. Invest

Selling equity can boost your business's working capital and bring in a new partner. Be sure you need to sell a piece of your business to solve a cash flow crisis before doing so. Be careful with whom you deal and partner. Do not let a cash flow crisis influence your business decisions.

6. Cut costs

Always scrutinize every penny that leaves your bank account, but be especially careful during a cash flow crisis. It would be best to prioritize company expenses during a cash flow shortage. Eliminate unnecessary costs and only spend on operational and revenue-generating costs.

7. Sell non-essentials

In a cash flow crisis, you can also sell non-essential assets. You can only sell an unnecessary item once, but it's a quick and effective way to raise cash.

Client Testimonials

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Absolutely the best! Super efficient, very clever, exceptional service and knowledge. Thank you for keeping my business accounts in order.

Fadi Hajjar

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Been our business bookkeeper for over 8 years. Kept our books in check and our business running without a hiccup.

Charbel C.