

Star Taxes and Books

Cash Flow *Crash Course*

82% of businesses fail
due to problems with
their cash flow.

Here's how to not
be one of them!



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Let's go back to the basics!

What **is** cash flow?

Cash flow is how money moves **in to** and **out of** your business over a certain time period. For the purposes of this guide, we'll be talking about cash flow over a month.

Cash spent → is a cash outflow from your business.

Cash earned ← is a cash inflow to your business.

At the end of a period, you'd like to see positive cash flows to show that you're **more** than covering your expenses.



Let's break it down!

A true cash flow statement separates your cash flows into three different categories: **operations, investing, and financing.**

Cash flow from operating expenses means the cash you receive and pay out in a certain period for ordinary business activities.

Cash flow from investing refers to cash earned or spent relating to investing activities.

Lastly, cash flow from financing includes cash raised or paid out from transactions with debt, equity, or dividends.

Here are eight ways to improve your cash flow today!



How's this different from the:

Profit & Loss Statement

This report shows your income and expenses, but not your debts, liabilities or cash available.

Balance Sheet

This report shows your assets and liabilities, but not whether you technically made money, or what cash is regularly coming into the business.

Cash Flow Report

This report shows what cash is regularly coming into the business after expenses and liabilities

So each report gives a view of a different aspect of the business, all of which are important to understand to understand where your business really stands.



Tips to improve cash flow

Negotiate the time period of your payment terms with your vendors. Instead of having invoices due on delivery, develop a relationship with your vendors to see if you can pay 30 or 60 days from receipt.

Shop around for deals on service contracts. If your current providers aren't open to negotiating their prices, consider shopping competitors for better deals on the same services!

Set up automatic reminders to follow up on unpaid invoices. Looking at your A/R Aging report each month can help you see which customers still owe you money.

Implement a late payment fee policy.



Tips to improve cash flow

Incentivize early payments from your customers with a discount. Offer a small discount for customers that pay for your products or services up front.

Evaluate whether it's time to raise your prices.

Whether it's been years since your raised prices, you're operating at full capacity, or you're simply offering more value, increasing your prices can help increase your cash flow.

Cut out unnecessary expenses. Whether it's a recurring subscription you forgot about or an unused office space, do an audit of your expenses.

Put any unused cash to work! If you have cash sitting around, consider moving it into an interest-bearing savings account.



Need help with *your finances?*



We're here to help when it comes to setting up, tracking and reporting all of your businesses financial details. Give us a call and see how we can help your business!



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