



The Numbers That Impact Profit & Cash Flow

Start With Breakeven

Starting a business is sometimes like jumping off a cliff and building a plane on the way down...

Here's how to build it before you jump!

If you've got a dream of running your own business one day, or you've already taken the step of starting it, one of the critical issues that often gets ignored is the financial side. Often people think "Everything will be OK... so long as we sell lots of stuff". They think "This stuff we've created is fantastic... how could people not want to rush to buy it?"

The sad fact is that a very high percentage of businesses fail, due to lack of financial understanding and management. Most people who go into business don't have a finance degree and struggle to get information they can understand from professional people. Actually you don't need a degree. You just need to understand a few simple concepts about business financial management.

Unless you're financed by a generous and easy going person, who never asks for information and keeps providing funds, you will need to closely manage the numbers in your business to survive.

"Finding the diamonds in your business" *Your Stepping Stones to Financial Freedom*

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