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| How is it (actually) going? Your Business Revenues:   * This YTD: \_\_\_\_\_\_\_\_\_\_\_\_\_ * Last Year: \_\_\_\_\_\_\_\_\_\_\_\_\_ * 2 Yrs Ago: \_\_\_\_\_\_\_\_\_\_\_\_\_   Your Business Profits:   * This YTD: \_\_\_\_\_\_\_\_\_\_\_\_\_ * Last Year: \_\_\_\_\_\_\_\_\_\_\_\_\_ * 2 Yrs Ago: \_\_\_\_\_\_\_\_\_\_\_\_\_   Revenues tell us if \_\_\_\_\_\_\_\_\_\_\_ has grown in the \_\_\_\_\_\_\_\_\_\_.  Profits tell us if \_\_\_\_\_\_\_\_\_\_\_ have grown in the \_\_\_\_\_\_\_\_\_\_.  Nerd it out a bit:  \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ measurements don’t tell us much. | Seemore Hawk **\_\_\_**  Sioux Falls, SD 57108  **\_\_\_**  Phone: (605) 929-6740  **\_\_\_**  www.SeemoreHawk.com  **\_\_\_**  [brian@seemorehawk.com](mailto:brian@seemorehawk.com)  **\_\_\_** | A close up of a sign  Description generated with very high confidence Cash Flywheel Introduction |
|  |  | www.SeemoreHawk.com |

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| What they don’t teach in B-School No one pays bills with \_\_\_\_\_\_\_\_\_\_\_\_\_\_.  ROA, ROI, & ROE are great \_\_\_\_\_\_\_\_\_\_\_\_\_ that all measure the \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_.  CPA’s make the best \_\_\_\_\_\_\_\_\_\_\_\_\_\_.  MBA’s make the best \_\_\_\_\_\_\_\_\_\_\_\_\_\_. If you are a \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ business, that is. | Refresh Measure things that matter A strong business is one that can operate \_\_\_\_\_\_\_\_\_\_ without external capital while weathering the inevitable \_\_\_\_\_\_\_\_\_\_.  Are you a strong business? Y / N  Strength Measurements:  It takes us \_\_\_\_\_\_ days to sell stuff.  It takes us \_\_\_\_\_\_ days to get paid.  We pay our bills in \_\_\_\_\_\_\_ days.  It takes us \_\_\_\_\_\_\_ to turn cash into cash. The Cash Flywheel Revenue is a means to \_\_\_\_\_\_\_\_.  Profits are a means to \_\_\_\_\_\_\_\_.  (So let’s focus on our actual desired end.)  \_\_\_\_\_\_\_\_\_\_ happens when the flywheel spins \_\_\_\_\_\_\_\_\_\_. | How The Cash Flywheel works In Practice Betty’s Business Inc.   * Revenues: $1,000,000 * Avg. Days To Get Paid: 60 days  |  |  |  | | --- | --- | --- | |  | Today | If Paid in 30 Days | | Avg. AR Balance | $166,667 |  | | Avg. Daily Cash In | $2,778 |  | | **Cash In**  **Bank** | **$40,000** |  |   Betty has more cash **without**:   * Increasing prices * Firing staff * Cutting expenses  Make the Cash Flywheel Spin Faster The \_\_\_\_\_\_\_\_\_\_ the cash cycle, the more cash in the bank.  3 ways to make the cash flywheel spin faster:   * Better \_\_\_\_\_\_\_ practices * Better \_\_\_\_\_\_\_ practices * Better \_\_\_\_\_\_\_ practices   What can you do now to put more cash in the bank?  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |