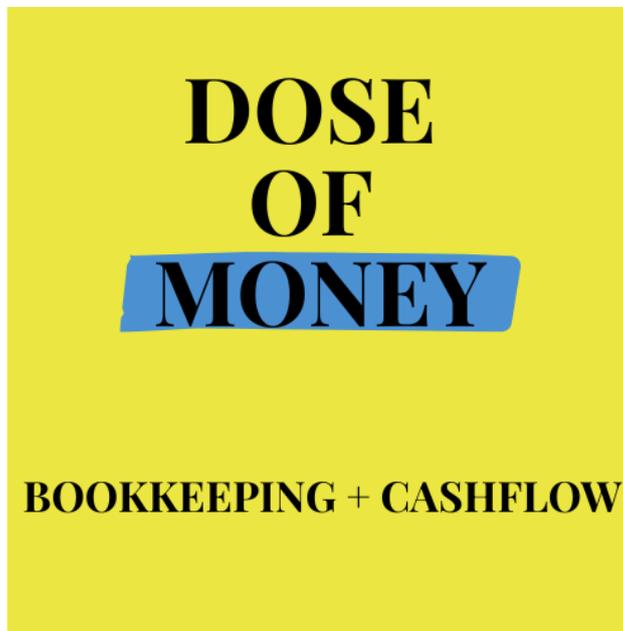


52 ways to improve your business

CASHFLOW

presented by



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1. Implement a 12-Week Rolling Cashflow Forecast

A short-term forecast helps anticipate upcoming cash gaps and plan accordingly. It gives you visibility to adjust spending or chase payments proactively.

2. Invoice Immediately After Work is Completed

Delaying invoices delays your payment. Send invoices as soon as a job is done to speed up cash inflows.

3. Shorten Payment Terms

Switch from 30-day terms to 7 or 14 days where possible. This brings cash in faster without needing to increase sales.

4. Offer Early Payment Discounts

Incentivise customers to pay quickly with a small discount (e.g., 2% off if paid in 7 days). It improves your cash position and reduces follow-up admin.

5. Automate Your Invoicing System

Use accounting software to send recurring or one-click invoices. Automation reduces errors and delays, helping you get paid on time.

6. Set Up Payment Reminders

Automated reminders keep your invoice top of mind for clients. It's a simple way to reduce overdue payments.

7. Introduce Direct Debit for Recurring Clients

This ensures you're paid automatically on time, every time. It's particularly useful for retainers or subscription services.

8. Use Invoice Financing (With Caution)

Invoice financing gives you an advance on unpaid invoices. It's a short-term fix, but can help during lean months.

9. Review and Cut Non-Essential Subscriptions

Review software or memberships regularly and cut anything underused. Small monthly fees quickly add up.

10. Negotiate Better Terms with Suppliers

Ask for longer payment terms or bulk discounts. This can delay outflows and stretch your cash buffer.

11. Track Your Cash Daily or Weekly

Know what's in your bank — not just your profit and loss. Monitoring daily gives you control and confidence.

12. Build a Cash Reserve

Start setting aside a percentage of each sale into a separate account. This becomes your emergency fund for slow months.

13. Delay Major Purchases (If Non-Essential)

Avoid buying big-ticket items unless absolutely necessary. Leasing or renting might be a better short-term option.

14. Lease Instead of Buying Equipment

Leasing spreads out cash outflows and can include maintenance. Great for preserving capital while accessing what you need.

15. Offer Packages or Bundles

Bundling services or products can increase upfront payments and improve cash conversion. It also adds perceived value.

16. Increase Prices Strategically

Even a small price increase can significantly impact cashflow. Test it on selected services or low-margin offerings.

17. Upsell to Existing Clients

It's cheaper and quicker to generate cash from existing relationships. Offer upgrades or add-ons to boost immediate income.

18. Introduce Subscription-Based Options

Monthly recurring revenue (MRR) creates predictable income. It smooths out cashflow and improves business stability.

19. Request Deposits Before Starting Work

Deposits protect you from non-payment and improve working capital. They also show client commitment.

20. Enforce a Clear Payment Policy

Ensure all clients understand your payment terms and late fees. Clear boundaries lead to faster payments.

21. Use a Bookkeeper or Cashflow Coach

A specialist helps you stay on top of inflows, outflows, and planning. They spot risks and opportunities you may miss.

22. Conduct a Cashflow Health Check Quarterly

Review your cashflow position every 3 months. Look for patterns and make improvements before issues arise.

23. Create a Cashflow Forecast for New Projects

Forecast the cash impact of each project before starting. This prevents surprises and overcommitment.

24. Introduce Minimum Order Amounts

This discourages low-value, high-effort sales and boosts your average transaction size. More value per sale = better cashflow.

25. Cross-Sell During Transactions

Train your team to offer complementary products or services. It adds immediate cash with no new customer acquisition cost.

26. Delay Hiring Until Cash Supports It

Don't rush to grow your team. Only expand when you can comfortably cover wages and training costs.

27. Consider Hiring Contractors Over Employees

Contractors can be a flexible and scalable way to manage labour. You pay only when needed, helping control costs.

28. Prioritise High-Margin Services

Focus on offerings with better profit margins. These bring in more cash relative to effort.

29. Clear Old Inventory with Flash Sales

Convert stagnant stock into cash. Even at a discount, it's better than tying up working capital.

30. Use Project Management Tools to Prevent Scope Creep

Scope creep eats into margins and delays cash inflows. Clear agreements help you stay profitable and on schedule.

31. Avoid Relying on One Big Customer

Diversifying reduces the risk of late payments or sudden cancellations. It stabilises your income flow.

32. Regularly Reprice Costly Clients

If a client is consistently late or high-effort, review your pricing. Ensure you're compensated for time and risk.

33. Get a Business Credit Card (Use Wisely)

Use it for strategic purchases or short-term liquidity. It can give you an extra 30+ days to manage cash.

34. Pay ATO and BAS on Time to Avoid Penalties

Late fees and interest charges hit cash hard. Budget monthly for your taxes so there are no surprises.

35. Offer Payment Plans (With Terms)

Clients may buy more if offered instalments. Use a system that automates reminders and interest where needed.

36. Track Job Profitability

Not all jobs are created equal. Use time tracking and cost analysis to ensure every project contributes to cashflow.

37. Turn Fixed Costs into Variable Costs

Switch from fixed to per-use services where possible (e.g., coworking instead of leasing office space). It gives more breathing room.

38. Create a Cashflow SOP (Standard Operating Procedure)

Systemise cashflow checks, forecasting, and invoicing. This ensures nothing falls through the cracks — even when you're busy.

39. Charge for Time Overruns or Changes

Extra work = extra cost. Ensure contracts allow you to charge for additional scope.

40. Get Pre-Approval for Business Loans

Accessing funds when you're cash-strapped is harder. Set up a line of credit when cashflow is strong.

41. Run a Break-Even Analysis Quarterly

Know your break-even point to set realistic sales goals. This keeps your business sustainable and profitable.

42. Use Cashflow-Based KPIs in Team Performance Reviews

Tie bonuses or performance to metrics like invoicing turnaround or debtor days. It makes the team cash-conscious.

43. Reward Clients Who Pay Early or On Time

Send a thank-you or small perk. It encourages repeat behaviour and builds goodwill.

44. Use Xero/Cashflow Tools for Real-Time Data

Modern software gives you live data. Make cash decisions based on facts, not feelings.

45. Monitor Your Debtor Days Weekly

Track how long customers take to pay. Reducing this by even a few days improves

working capital.

46. Invest in Financial Literacy for Your Team

When staff understand cashflow, they make smarter day-to-day decisions. Every desk affects the bottom line.

47. Conduct Regular Pricing Reviews

Check if your rates reflect your costs, value, and industry benchmarks. Underpricing erodes cashflow silently.

48. Say No to Unprofitable Work

It's better to have no client than a cash-draining one. Focus on fit and value, not volume.

49. Build Cashflow Seasonality Into Your Plan

If your income varies by season, plan spending and savings accordingly. This avoids the "January drought" panic.

50. Use Part Payments for Large Projects

Break down payments into milestones. This improves cash consistency and reduces risk.

51. Batch Tasks That Affect Cash

Batch invoicing, follow-ups, or cashflow planning into dedicated time slots. It ensures consistency and reduces procrastination.

52. Review Your Business Model Annually

Cashflow problems may point to a deeper model issue. Take time each year to assess whether your structure supports consistent cash generation.

Last but not the least - Keep calm and hire a cashflow & bookkeeping specialists like us



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