

THE GOLDEN RULES OF CASH MANAGEMENT

1. MORE MONEY IS BETTER THAN LESS MONEY

- don't sell yourself too cheaply
- always experiment with price
- it's the value that counts, not the cost

2. MONEY TODAY IS BETTER THAN MONEY TOMORROW

- a sale is not a sale until it's paid for
- be assertive about getting paid on time
- don't spend money until you need to

3. YOU CAN ONLY SPEND IT ONCE

- if it's not adding value, why spend it?
- forecast your cash flow

because **CASH IS KING**

For help understanding, forecasting and managing your cash flow, call Small Biz Accounts now on **0845 652 5220**

make a PLAN – make it LOW-TAX – make it HAPPEN

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