Welcome to Caroline Jordan's

CASH FLOW MASTER
Checklist

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The following is The Cash Flow Master checklist you can use to help you determine why you may have cash flow problems in your business. Use it as a starting point to diagnose your cash flow problems.

Cash Flow Master Checklist

- **I have an accounting system.**
- **I use that system to invoice customers, pay bills, and track the health of my business.**
- **I don't let my "bookwork" pile up.**
- **My customers are billed at the time of work or delivery.**
- **I have a careful process for granting credit to my customers.**
- **I track which customers owe me money.**
- **I follow up as soon as a customer's invoice is overdue.**
- **I know how much credit I can afford to have with my vendors.**
- **I manage my credit relationships with vendors and banks carefully.**
- **I use a budget to control my income and expenses.**

- **I use a cash flow forecast to anticipate the highs and lows in my cash flow.**
- **I know my breakeven point and use it to make decisions.**
- **I know my cash burn rate.**
- **I am comfortable with the numbers side of my business.**
- **I am able to speak knowledgeably with accountants and bankers about the numbers side of my business.**
- **I have a cash reserve equal to six months of business expenses.**
- **I have a marketing plan in place for my business.**
- **I actively market my business at all times.**
- **I track my marketing activities to see which are successful.**
- **I keep expenses in line with my income.**
- **I make decisions based on how it will impact my cash flow.**
- **I have a trusted team of advisors to help me create a successful business.**
- **My cash flow allows me to grow my business.**
- **My cash flow allows me to take a paycheck regularly.**
- **My cash flow doesn't keep me awake at night.**

The unchecked boxes are the areas you should focus on to improve your cash flow. For more resources visit www.CashFlowRollerCoaster.com.