

How To Build An Advisory Services Program That Clients Crave

Clear **PATH** To Cash
More Money, More Time, Better Business

For Relationship Accounting Professionals

WOW your clients
with the 8 Step
Blueprint to making
your accounting or
bookkeeping services
more valuable.

Elevate
Financial Training



Grow Your Client Base

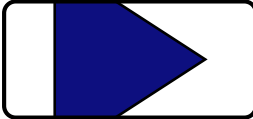


Grow Your Profit



Clear **PATH** To Cash

Blueprint For Accounting Professionals



Start With The End In Mind

- 9 Question Enrollment Framework
- Transferable Value Calculation



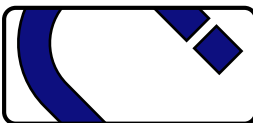
The Home Run Financial System

- The Home Run Calculation Worksheet
- The 7 Minute Conversation Cheat Sheet



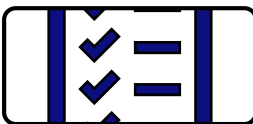
The Ultimate Cash Mining System

- The Deep Dive Mining Worksheet
- Building The Cash Leak Map



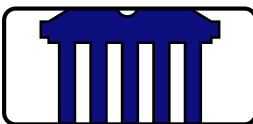
How To Attract Cash To A Business

- The Cash Conversion Cycle
- Financial Needs Worksheet



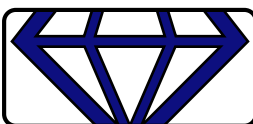
Forecasting By The Numbers Step By Step Guide

- Forecasting By The Numbers Spreadsheet
- Growth Formula Calculation



Dealing With Your Banker Cheat Sheet

- The Lender Prep Course
- How To Structure Debt In A Small Business



The Simple Business Valuation Formula

- The Market v. Bottom Dollar Worksheet
- The Negotiation Conversation Script



The Deliberate Exit Strategy

- The Deliberate Exit Strategy Guide
- Client Succession Planning Worksheets



Start With The End In Mind

1

It's natural that when you start a journey you would have a destination in mind. Starting or running a business is no different. You must know where you are going. This entails working with your clients to understand two things about their business.

1. What are they working for? What is their dream that they are investing everything for?
2. What does it cost to fund their dream. Money is never the final dream. You need money to do something else.

This program will give you the tools to initiate this conversation, identify their dream and calculate the cost of attaining it. After all, why should you invest your life moving in an unknown direction. Knowing your transferable value amount will help you make strategic decisions that align with your vision of the future.

Start With The End In Mind

- 9 Question Enrollment Framework
- Transferable Value Calculation



The Home Run Financial System

2

Too often business owners either don't know how to use their financial statements or they rely too heavily on the income statement for their financial information. There are two reasons for that.

1. They just don't know what they are looking at, so they hope that it looks ok to their accountant and their banker.
2. They really don't care. They go to work each day and try to make enough money to survive or live the life they're comfortable with.

In either case, this system will help them start their financial education. It is simple and concise. Better yet, it gives them a well-rounded look at their business. The secondary benefit is that a sound methodical process to analyze your company makes it easier to predict your performance in the future.

The Home Run Financial System

- The Home Run Calculation Worksheet
- The 7 Minute Conversation Cheat Sheet



The Ultimate Cash Mining System

3

In any business there are hidden cash opportunities that just need to be uncovered. Business owners can use this technique to find the areas that are inefficient or to locate where cash is leaking from the operation. The two main goals of this step are:

1. Compare your current operation to your desired performance to determine where variances exist. Most owners will do this but stop short of step number 2.
2. Calculate the financial impact of not performing at your desired level.

Looking for hidden cash can be an exciting and motivating exercise which helps focus your efforts on maximum performance. Your first step should be to compare your performance with the industry averages in the major categories. Sometimes just adjusting up to the averages can create significant improvement.

The Ultimate Cash Mining System

- The Deep Dive Mining Worksheet
- Building The Cash Leak Map



How To Attract Cash To A Business

4

It is a fact that you cannot force money into a business. It must be attracted. Step 4 focuses on helping you understand the levers that control cash flow in your business. Here are a couple of learning outcomes you can expect.

1. Learn the prime contributing factors of cash flow for service companies and companies that control inventory.
2. Be able to calculate you company's financial need so you are never surprised by a cash situation.

You don't have to be in a struggling company to have a cash flow problem. Even successful high growth companies can find themselves short on cash. It is one thing to dream of getting a contract with one of the major retailers, but that dream could become a nightmare if you don't have enough cash to operate while you are waiting to be paid.

How To Attract Cash To A Business

- The Cash Conversion Cycle
- Financial Needs Worksheet



Forecasting By The Numbers

5

If you want to know what the future holds, you must bring it into the present. Every company should use forecasting to manage their cash inflows and outflows. This guide will help you put all the pieces together to manage growth. Here is what you can expect.

1. Connect the income statement to a cash budget to match the plan to the reality of how cash moves through your company.
2. Forecasting growth also means planning for future cash needs to fuel the growth. The balance sheet and sustainable growth formulas help satisfy this need.

Make sure that you are connecting your forecasted projections with your personal transferable value goals first. Then check your forecast for viability. The big takeaway in this step is to connect your projections to the reality your company operates within, by combining the forecast with a cash budget.

Forecasting By The Numbers Step By Step Guide

- Forecasting By The Numbers Spreadsheet
- Growth Formula Calculation



Dealing With Your Banker

Cheat Sheet

6

Growth requires cash. When putting together your forecasts, you may encounter anticipated financial needs to keep the business moving forward. This is when understanding what the banker evaluates becomes vitally important. Here are a couple of things to consider.

1. Understand the 5 C's of Credit. Banks look at so much more than a credit score. Be prepared when you have that first meeting.
2. Numerically they evaluate how much debt you can pay for. And in many cases the bank is looking for two different methods of repayment.

A good thing to remember is that the bank **WANTS** to lend you money. Put yourself in the best position to accept it. Debt financing isn't for everyone, but it is always better to know what they are looking at before putting together a loan application packet.

Dealing With Your Banker Cheat Sheet

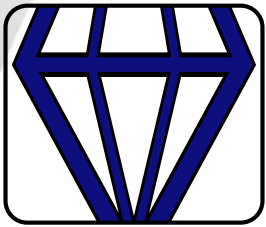
- The Lender Prep Course
- How To Structure Debt In A Small Business



The Simple Valuation Formula

7

Let's face it. We all want to know what our business is worth. You have invested so much of your time and money; you hope that you have built something that other people will buy when the time comes. Believe it or not, this is an exercise you should be doing on a regular basis to see if your plan to build transferable value is on track. Here is what you can expect to find in this step.



1. There are approximately 12 different ways to value a company. I use two to help me understand the current market. One is closer to market value and the other helps me understand the liquidation value of the company.
2. Selling your company is a planned event. It starts well before you put the company on the market. Consider running your company like it is for sale all the time to get the best results.

The Simple Business Valuation Formula

- The Market v. Bottom Dollar Worksheet
- The Negotiation Conversation Script



The Deliberate Exit Strategy

8

Making the decision to leave your business is a gut-wrenching exercise. It takes a considerable amount of planning and patience to make it work. On one hand you have every option available to you, but on the other hand; the longer you wait, the fewer options you have. Here are two things to consider.

1. What are your personal goals? How do they match up with the needs of the company and the employees that will remain behind?
2. Exit isn't always an outright buy-sell agreement. There are other options that might work best for you, your family, and your employees. Work through a process to see if you fit for alternative scenarios.

The worksheets in the Clear Path To Cash program walk you through the process of creating the perfect exit strategy for your business.

The Deliberate Exit Strategy

- The Deliberate Exit Strategy Guide
- Client Succession Planning Worksheets



ClearPATH To Cash

Product Blueprint

For Relationship Accounting

Step	Title	Problem	Solution	Transformational Benefits	Tools & Resources
Step 1	How To Start With The End In Mind	Don't know how or where to start planning for the future of your business	Introduce clients to your advisory services Calculate and plan to build "transferable value"	Grow your advisory services business and make more money Have clarity and take a relaxed approach to the future	9 Question Conversation Framework Transferable Value Worksheet
Step 2	The Home Run Financial System	Clients are overwhelmed with financial information Inconsistent reporting confuses clients	Simple and repeatable process that clients easily adapt Conversation strategy to get your clients attention	Increased confidence in looking at financial issues Move from reactive to proactive cash management	Home Run Conversation Worksheet 7 Minute Conversation Cheat Sheet
Step 3	The Ultimate Cash Mining System	Clients don't see the value in normal advisory services Clients need cash and don't know where to look to find it	Deep dive into hidden cash opportunities using the financial impact method A clear and concise way to show clients where their company is leaking cash	Learn to coach your clients to understand the language of business Get paid what you are worth by providing real dollar value back to your clients	The Deep Dive Mining Worksheet The Cash Leak Map
Step 4	How To Attract Cash To A Business	Clients hate to be surprised by cash flow problems Clients can't keep up with successful growth	Understand how cash moves through a company and explain it to your clients Learn the levers of cash flow and when to use them	Solidify your role as an advisor by giving them the right advice at the right time Clients delight at having more cash in the bank	The Cash Conversion Cycle Infographic The Financial Needs "What if" Worksheet
Step 5	Forecasting By the Numbers Step By Step Guide	Your clients are uncertain about the future and their business Your clients plans never quite match reality, if they plan at all	Step by step forecasting method that matches reality with realistic expectations Learn to control growth without running out of cash	Have more confidence that your forecasts help you build transferable value. Build your legacy as an adviser by helping clients grow their business without the growing pains	Forecasting By The Numbers Process, Income Statement Forecasting spreadsheet, Balance Sheet Funding Method, Growth Formula Worksheet
Step 6	Dealing With Your Banker Cheat Sheet	You need to understand how debt works in a small business You don't feel confident preparing your clients to apply for a loan	Learn the things bankers are looking at when evaluating your business Learn the components of a loan package to help your clients prepare	Have confident conversations with bankers and use credit to your advantage Give your clients confidence when dealing with a banker to fund their business	The Lender Prep Process Cheat Sheet How to Structure Debt in a Small Business Infographic
Step 7	The Simple Business Valuation Formula	You are preparing your clients business for sale and don't want to overprice it. You are helping your client understand what their business is worth	Two techniques for confidently valuing your business. Learn to build a negotiation plan for selling a business	Know how much your business will contribute to your future so you can relax and live freely. Feel confident that your client is building transferable value in their business	The Market v. Bottom \$ calculation worksheet The Negotiation Conversation Script
Step 8	The Deliberate Exit Strategy	Your clients are ready to retire, and they want to understand their options You need a method to evaluate your client's situation	Learn the different methods of exiting a business Use a consistent process to guide your clients to their best option	Love the fact that you were instrumental in helping your clients move on to the next phase in their life	The Deliberate Exit Strategy Guide Client Succession Planning Worksheets