

A top-down view of a workspace. In the upper left, a person's hand is typing on a silver laptop. To the right is a spiral-bound notebook with a light blue cover and a marble pattern, labeled '2016'. In the center is a lit candle in a glass holder. Below the candle is a small piece of food on a white napkin. In the bottom left, another laptop is visible. The background is a plain white surface.

# ***3 STEPS TO MASTERING YOUR CASH FLOW***

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# Strategy 1:

## Control All Of Your Cash

- **Take everything you can off autopay**
- **Revoke access to your accounts for any debt, utility and other expenses**

This step is critical to keep your cash flow in your control. Don't allow anyone else (yes, I know there are a few subscriptions that require a monthly autodraft) to have access to your accounts. If others can go into your money and pull out their payments- you don't control all of the cash.

# Strategy 2:

## Pay Your Expenses on a Schedule

- **Pick Your Paydays! Only pay yourself every two weeks**
- **You will intentionally pay your business expenses every week or two**
- **You won't use your business like an ATM**

This step really protects your cash! You do not want to "live out of the till" and just take business money for personal expenses. That creates a huge financial mess. When you set regular days to pay expenses and paydays for yourself you are keeping business cash in the operating account between "bill days" for anything that could come up.

## Strategy 3:

### Create a Tracking and Cash Control System

- **Choose one:**
  - **Write expenses and income on your calendar**
  - **Use a notebook or spreadsheet**
  - **Use an app on your phone**
  - **Use the method that resonates with you, and that you will use consistently!**

I cannot stress enough how money will run off and spend itself unless it is given a job. The good news is you have complete control over your tracking method, as long as you are consistent. I encourage entrepreneurs to write down where every dollar goes and track their income and expenses each week. Don't rely on memory, write it all down.

## Bonus:

### Protect your cash flow with a cyclical fund.

- **Add up all of your annual and semi-annual expenses**
- **Divide by 12 and make smaller monthly deposits to cover these bills**
- **You will have the money to cover these expenses without a hit to the monthly budget!**

Having the cash you need to pay the big annual expenses without needing to dip into that month's cash is a huge cash flow saving strategy! Just have a separate account to make your smaller monthly payments so you don't accidentally spend the cyclical fund deposits.

## Ready to Make More Money and Keep More Profit?

Now that you have completed these strategies, you are winning with your cash flow. Congratulations!

You are ready to go deeper and look at your profit margins and other numbers to make a customized checklist that will put you on track to making more money and keeping more profit (and perhaps taking a bigger paycheck).

Book a free support session with Dawn to learn your next steps by visiting:

<https://dawnkennedy.as.me/support>

Who is Dawn Kennedy?



Dawn is an attorney, financial coach, and serial entrepreneur who is passionate about helping small businesses thrive in the face of unexpected market changes by ensuring there is a plan to protect financial milestones and a plan for the company's successful growth.

Learn more about Dawn by visiting the website:

<https://dawnkennedy.com>