

Do You Have a Solid Business Strategy to Survive this Virus Stifled Economy ?

Do you Have Questions About Right-Sizing, Gov't Stimulus Loans, Customers, Employees, Creditors, IRS, etc.?

Test Drive our 'Virtual CFO on Call Service,' for FREE

Survival Mode...The Current Reality & Leadership Challenge

Today, in this virus-stifled period, Business Owners must figure out **How to Stay Afloat and Prepare for a Better Future, Financially Speaking**. This is especially challenging because we cannot know how long nor how damaging this endemic will be.

Now, more than ever, CEO's need a **Real Leadership Plan** based on a **Real Business Strategy**,...one that is **Anchored into a 'Forward-Looking' Strategic & Financial Roadmap**.

The critical focus is **Maintaining Cash Flow & Liquidity** while also **Preserving Assets** (Business & Personal.)

It must also identify the **Various Contingency Plans** that should be considered if future forecasts worsen or if other 'triggering' events occur.

The short-term goal to staying alive is **Positive Cash Flow** from whatever sources (including debt, when prudent.) The longer-term requirement, is **Profitability**. Ultimately, the CEO is responsible to **Lead this March**.

The Primary Steps for Business Survival

(Note – Please Ask for Details on These Business Survival Steps)

- 1st Deal with it Head on...Get the facts about where you stand, financially, legally and strategically
- 2nd Take Control of Cash and All Expenditures
- 3rd Communicate with Customers, Employees, Contractors, Vendors & Lenders
- 4th Start Forecasting your Financial Future (Next 3 months detailed...Next 12 months more broadly)
- 5th Evaluate Your Various Paths...Likelihood's, Risks vs. Returns, Triggering Events
- 6th Innovate and Make Your Best Decisions, then Execute the Action Steps
- 7th Continually Evaluate & Adjust Strategy as Necessary

In the broadest sense, **Replace Fear with Facts, Courage, Strategies & Action**.



Who I Am & Why I Developed the 'Virtual CFO on Call' Service

From My Origins Running a CPA Firm, I wanted to truly help my clients to **Improve the Financial Side of Their Business**.

But I found that **Most CEO's had to Rely Mostly on Their Gut Instinct** because they had no real facts about things like True Costs, Employee Efficiency, Break Even, etc. Their accounting systems were used mostly for processing transactions and at best, providing very summarized reports that did not really make sense nor help them to make critical business decisions.

To help, I developed a **Better Way, a True CFO Approach** that was scalable and ROI based. We always start from **'Where You Are and What You Think Needs to Happen.'** Then, we provide the **Forward Looking Strategic & Financial Roadmaps** that **Reinforce Your Bold Entrepreneurial Vision, but Never Replaces It**. As part of the process, we **Improve your Accounting System** so it provides the data you need to make good decisions. We always work with your Team, including your Tax CPA's. Our platform is Wide Open to anyone and everyone, for all the right reasons.

Right now, we are all on lockdown and **'Virtual CFO'ing' is Our Only Option**...so that's what we are offering.

An Offer to Help...for Free...With the Immediate Challenges

For the time being, I am offering phone or virtual support to help CEO's map a path forward, one that is customized to their particular situation.



Everything is 100% confidential and there will be No Sales Pressure, ever. Please contact me if you want some help navigating this challenging business environment.

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