

Cash Management Hack #1

Bootstrapping Basics

Working from home often means a very small budget. The great news there are many open source programs and applications out there to build your business. So before you spend your cash on items, check out some cheaper options.

The other great news is the abundance of advice out there for building a business on a shoestring budget. Take *Toilet Paper Entrepreneur* for example, a fantastic book that is all about building your business on a toilet paper budget.

Bootstrapping has a lot of advantages. If you have no outside funding then you don't have to share the end profit with anyone. And it has been said many times that those who make money quickly, lose it even quicker. So before you contemplate what you could do with a million dollars, figure out what you can do with what you have. In the end you will make more money. Instill bootstrapping into your mindset now and when you are rolling in it you will keep even more of your profit.

Cash Management Hack #1 - EXERCISE

Bootstrapping Basics

Analyze all of your current costs of doing business. Then list all costs that could be cut or removed with bootstrapping in mind:

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Identify the top 5 activities you perform in your business that yield the highest payoff in terms of revenue:

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Brainstorm all of the ways to increase your output/productivity in these 5 areas:

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Cash Management Hack #2

Paypal

People were skeptical when Paypal first came out. Why would you fork over your financial information to a website? Well, those days are long over and Paypal has proven itself as a secure process over and over.

Paypal costs nothing to sign up. You pay a small fee per transaction. Think of this as your convenience fee. Don't write a check, send a Paypal payment. For those who work from home this means getting paid faster and that can mean everything!

Some people complain that Paypal charges too many fees. If you are a merchant online and you sell most products you can use Paypal as your merchant account. That in itself pays for its services.

Lastly, if you use Paypal exclusively it will help you with your books. You can track transactions and most recently it tracks your invoices. That means you won't have to pay someone to watch your books for you. Paypal does it for you, and only for a small fee per transaction.

Cash Management Hack #2 - EXERCISE

Paypal

If you don't already have a Paypal account, create one now and type in the name of your account below:

Take some time to learn the Paypal system. Browse through the various options, settings and reports. List all of the features that would benefit you/your business:

Cash Management Hack #3

Bartering

It seems like everybody is working from home these days. Back in the 80s only computer programmers were able to make it on message boards. Now everybody is invited to the party. The great news is with a larger pool of people you have a larger list of strengths.

So if you are building a website and you know graphic design but you aren't comfortable with SEO you can barter for services. Offer to do graphics for someone you know in exchange for SEO help. This can be super cost effective way to build your business early on.

And just because you meet people online doesn't mean you can't use people in your own neighborhood. Are you an online business person who also does a little painting? Offer to paint a house over the summer for exchange of babysitting your children during work hours.

Cash Management Hack #3 - EXERCISE

Bartering

Make a list of all of your “tradable” skills that could be used for barter:

Make a list of all of the services you require that you could trade with someone in a barter exchange (list both business services and personal items like lawn care, etc...):

Choose 3 people you will approach in the next week to arrange a barter agreement:

Cash Management Hack #4

Understand The Payoff Of A Task

There are three major ways to get a lot more out of a task than by simply accomplishing it. Those are self knowledge, customer service and long lasting effect. Let's say you have never considered learning html. You aren't a coder and you would rather just outsource anything at all that has to do with html coding. If you were to take an afternoon to trudge through just one page of html coding on your own you will save yourself thousands in outsource fees during your business. Not to mention the experience will be a bit of a confidence booster.

Customer service is also a major way to reap more than you would expect. Business is business, but people are people. When you provide good customer service you endear people to you and your business. Look for opportunities to really go out of your way for your clients. Not only will they come back, but they will bring their friends as well.

Long lasting effect can be tricky at times, but you can never know until it happens. One fantastic example is a well written blog post. You might write a blog or submit an article that brings you new customers for years to come. Networking is

another type of long lasting effect tool. If you take the time to meet people face to face, you can refer back to that for years. Then when it is time to choose between you or a competitor you will have the advantage.

So the next time when you have a task in front of you that seems bothersome, consider the true payoff. Will I learn something? Will it breed customer loyalty? Is there some other long lasting effect?

Cash Management Hack #4 - EXERCISE

Understand The Payoff Of A Task

List all of the tasks you perform on a weekly basis where you feel like it is more of a hassle than anything else:

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For each of these tasks, group them into 2 buckets – tasks that you **must** do and tasks that you could drop:

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Of the tasks you **must** do, use the space below to acknowledge the true payoff of doing this task and doing a good job with it:

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Cash Management Hack #5

Sometimes You Need To Do It Yourself

There is a cycle to business development. At the beginning you do everything yourself. You wear every hat, you do all the jobs. Eventually as your business grows it is time to outsource to other people. This can be relieving and a bit scary.

One thing is always true.... sometimes you need to do it yourself. It might be a customer service issue that needs your particular attention. Or, it could be you are simply the most equipped member of the team.

FedEx used the tagline, “When it absolutely, positively has to be there overnight.” And oftentimes in business when things “absolutely, positively” have to be done you should do them yourself. If the chances are it won’t be done or won’t be done as well as it “absolutely, positively” needs to be – do it yourself.

Cash Management Hack #5 - EXERCISE

Sometimes You Need To Do It Yourself

Knowing the current size of your business and your ideal visions for growth, write down the tasks that absolutely must be completed by you (at least for now):

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Remind yourself why it is important for you to personally do these tasks:

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Acknowledge the cash savings you are making by doing this task yourself instead of paying someone else to do it:

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