WELCOME | Thanks for being here!

Master Your Cash Flow

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

WELCOME!

Let's practice using the chat...

In your experience, what is the #1 issue that creates cash flow problems?

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

AGENDA

Objectives for today:

- Flipping the Script
- Tax Profit v Cash Prophet
- What it Looks Like
- Stay Connected
- Process Overview

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

MY STORY | Personal & Professional Growth in Synergy

- Transaction & Transformation (numbers v money)

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

YOUR STORY | Personal & Professional Growth in Synergy

- Transaction & Transformation (numbers v money)

What is your relationship with money?

Understanding your story will help you better help others.

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

Agenda

Objectives for today:

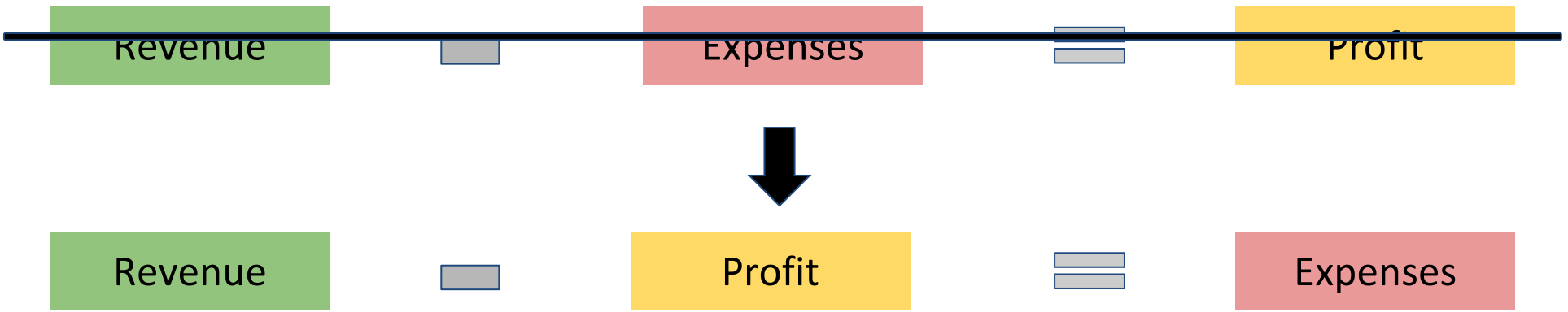
- Flipping the Script
- Tax Profit v Cash Prophet
- What it Looks Like
- Stay Connected
- Process Overview

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

Flipping the script | Be a Profit Prophet

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

Flipping the script | Be a Profit Prophet



DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

Agenda

Objectives for today:

- Flipping the Script
- Tax Profit v Cash Prophet
- What it Looks Like
- Stay Connected
- Process Overview

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

Tax Profit v Cash Prophet

Where did all the cash go?

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

Agenda

Objectives for today:

- Flipping the Script
- Tax Profit v Cash Prophet
- What it Looks Like
- Stay Connected
- Process Overview

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

What it looks like

Bank balances not accounting reports and jargon

Revenue

Owners

Tax

Expenses

Profit

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

Agenda

Objectives for today:

- Flipping the Script
- Tax Profit v Cash Prophet
- What it Looks Like
- Stay Connected
- Process Overview

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

Stay Connected | or accountable but I prefer connected relationship

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

Agenda

Objectives for today:

- Flipping the Script
- Tax Profit v Cash Prophet
- What it Looks Like
- Stay Connected
- Process Overview

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

MYCF | Two Key Takeaways

Process

Easy to follow; designed for NON-accountants

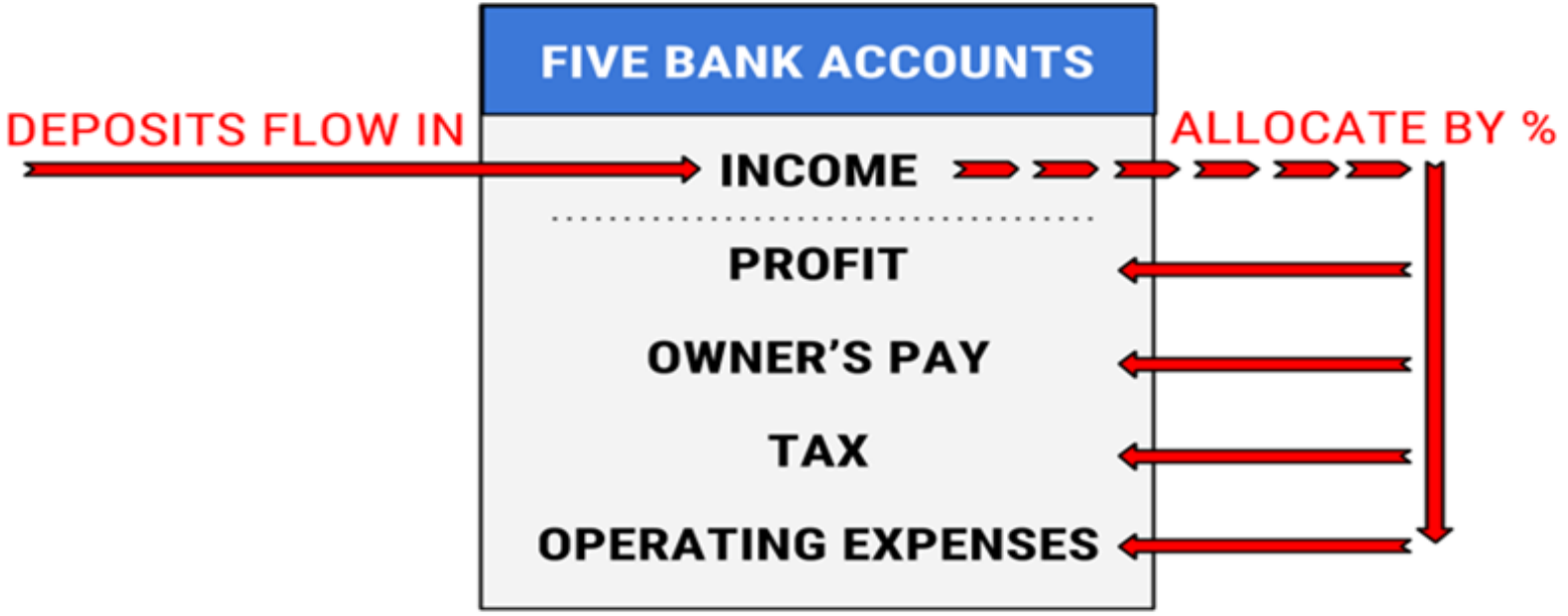
Mentality & Being

A way of thinking & being

"You can get everything money will buy without a lick of character, but you can't get any of the things money won't buy: happiness, joy, peace of mind, winning relationships, etc., without character." - Zig Zigler

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

ALLOCATE | The order is everything.



DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

Transfers | Set your transfer targets - TPs.

	A*	B*	C*	Online Start-Up
MYCF Income Range	$0 - $250K	$250K - $500K	$500K - $1M	$0-$100K
MYCF Income	**100%**	**100%**	**100%**	**100%**
Prophet	5%	10%	15%	5%
Owner	50%	35%	20%	60%
Tax	15%	15%	15%	15%
Operating	30%	40%	50%	20%

*Figures based on Mike Michalowicz' book - Profit First

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

FREQUENCY | The complex, simple rhythm.

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

QUARTERLY | Distribute and Adjust

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

DEBT | Freeze it. Crush it. Do it behaviorally!

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

MYCF CashFlow Exercise

A Working Example
Big Picture Summary is Key

Month	May 20	June 20	July 20
MYCF Income	$ 8,000	$ 10,000	$ 12,000
Owners	-$ 4,800	-$ 6,000	-$ 7,200
Tax	-$ 1,200	-$ 1,500	-$ 1,800
Operating	-$ 1,600	-$ 2,000	-$ 2,400
Prophet Profit	$ 400	$ 500	$ 600
GST Net			
Net Cash	$ 400	$ 500	$ 600
Opening Cash	$ 885	$ 1,285	$ 1,785
Net Cash	$ 400	$ 500	$ 600
Closing Cash	$ 1,285	$ 1,785	$ 2,385

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

What we covered today...

Objectives for today:

- Flipping the Script
- Tax Profit v Cash Prophet
- What it Looks Like
- Don’t rob Peter to pay Paul
- Stay Connected
- Process Overview

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

What's Next....

FREE 45 Minute Group Zoom Training….

MYCF Forecast Training - A working example

Email me hector@davidsonfraser.co.nz

I will be in touch and organise a training session.

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

THANK YOU | Thank you for joining today!

Master Your Cash Flow

DAVIDSON FRASER
YOU LOVE THE DREAM
WE'LL LOVE THE DETAIL

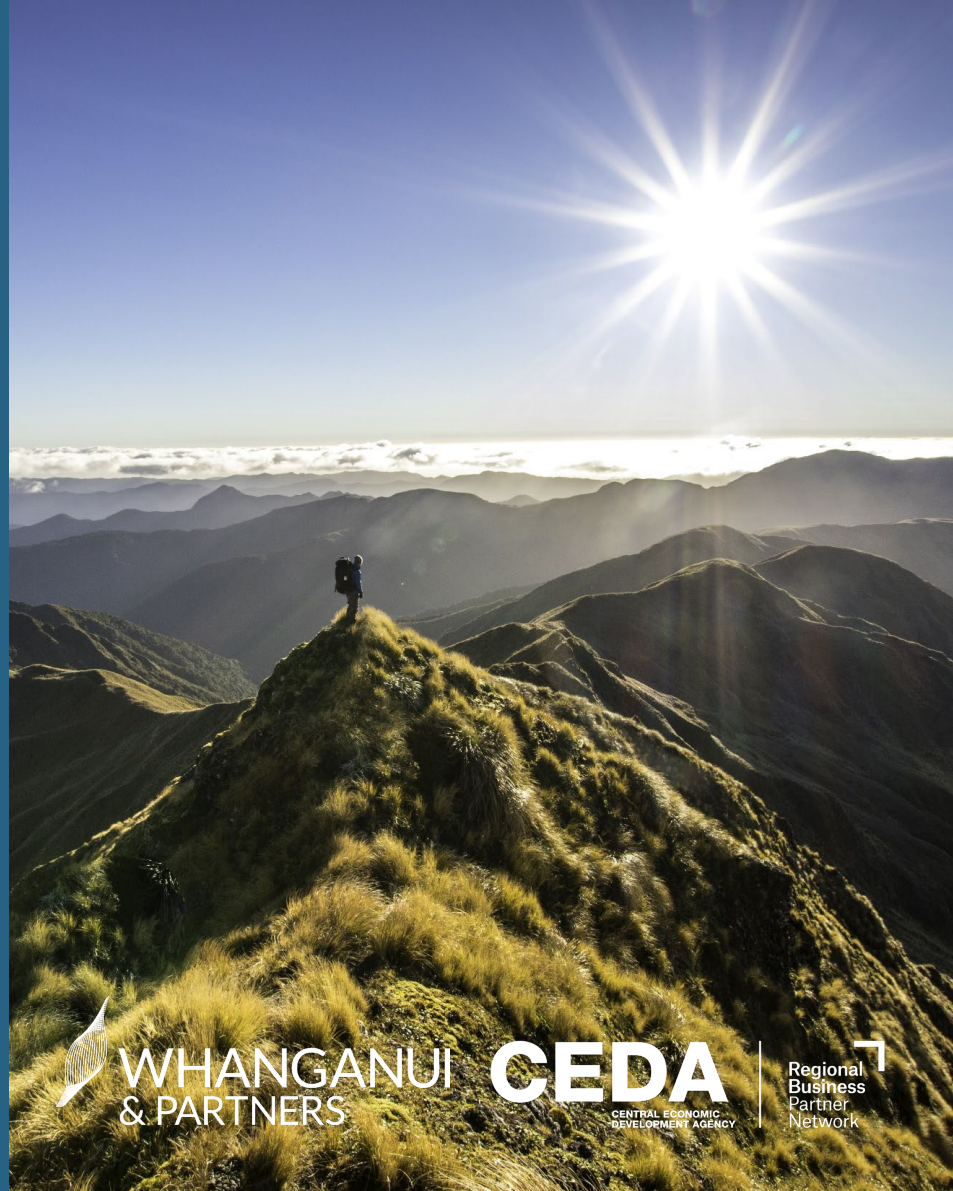
NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono

BUSINESS MENTORS
INSPIRING SUCCESS

Callaghan Innovation

Regional Business Partner Network

business.govt.nz

National & Regional Networks

Visit regionalbusinesspartners.co.nz to register for support