



# CASH FLOW ACTION PLAN

## 1. Increase Job Flow

Do you have a steady flow of leads? Yes No ☐

Could you invest time and money in generating more of this? Yes No ☐

What could you do? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 2. Increase Margins

Can you increase your prices (*your sale and margin?*) Yes ☐ No ☐

By how much?

Are you going to? Yes ☐ No ☐

When?

Can you squeeze your suppliers/subcontractors? Yes ☐ No ☐

By how much?

Are you going to? Yes ☐ No ☐

When?

Who?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Have you reviewed your overheads? Yes ☐ No ☐

Insurances (ask a broker) Yes ☐ No ☐

Phones/mobiles/internet (bundle) Yes ☐ No ☐

Vehicles (reduce fleet, fuel card) Yes ☐ No ☐

Splash money (Are you spending too much?) Yes ☐ No ☐

Employees (Do you need them all?) Yes ☐ No ☐





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## 3. Do you know if every job is profitable?

Are you covering:

Labour (True cost)

Yes ☐ No ☐

Materials (True cost)

Yes ☐ No ☐

Overheads

Yes ☐ No ☐

On every job/by every trade

## 4. How much is your accounts receivable?

(On average)

Are you going to call them all?

Yes ☐ No ☐

When?

Do you have written terms for payment?

Yes ☐ No ☐

Do you enforce them?

Yes ☐ No ☐

Are you going to?

Yes ☐ No ☐

When?

What's your escalation procedure?

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When do you invoke it?

## 5. Cash Flow Forecast

Do you have one?

Yes ☐ No ☐

Are you going to build one (or get someone else?)

Yes ☐ No ☐

When?

How often will you review it?

With whom?





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Jon likes helping business owners and especially owners of trades businesses.

He lives in Byron Bay because he likes it and he doesn't surf because he says  
it's too hard but he likes beer and food very much indeed.

If you're a tradie and you're successful then you probably feel like your life is not your own.  
You probably work too many hours each week and take your work home with you and you  
probably don't make as much money as you should. Jon reckons this stuff is fixable.

He's been helping people do it for a long time.

For more information, contact Jon:

0402 259 209 or [support@smallfish.com.au](mailto:support@smallfish.com.au)

