

Fast Cash Strategies for Small Businesses

How to Earn Quick Income and Free Up Cash
Whenever You Need It



Course Book

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Introduction

All businesses experience downturns in revenue at some point. These dips might happen if you haven't planned your cash flow sufficiently, or they might be caused by an unexpected expense that you couldn't have predicted. Whatever the cause, you need ways to bring in cash to your business — and do it fast.

If you automatically think "business loan" or maxing out your credit card to solve the cash crunch, then think again. Most businesses have hidden opportunities for instant income. Make these visible by looking inside your business first. You'll be surprised to find untapped resources that can help you achieve the revenue boost you need.

These opportunities are related mostly to your current or past customers and hot leads. They are the people who already know you and have shown interest in your offer. This means they may be willing to invest in you, especially if they had a good customer experience the first time. When you focus on these groups of people and consider what can you do to serve them even better, you'll come up with valuable new ways to help them, while also helping your business with instant income.

When you have a cash shortfall, there's no need to panic. Identify the times when your business needs to generate income quickly, then develop a plan. This way, you can confidently prepare tactics that you know will work.

In this course, you'll discover an extensive list of proven strategies you can apply immediately to get instant results. You'll learn how to put together valuable offers by quickly repurposing ones you already have and promoting these to your list. You'll find out how to make your payment systems customer-friendly to motivate people to sign up for your offers easily and securely, and how to offer upsells to get more sales. You'll also review your outgoing and identify ways to free up cash and bring in cash you're owed.

By the end of this course, you'll be clear on exactly why and where you need cash and how you'll use it to increase and grow your business. Plus, you'll have a Fast Cash Plan that you can implement whenever you need a speedy revenue boost.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Identify the times when your business needs to generate income quickly, so that you can confidently prepare strategies that you know will work
- Run time sensitive promotions to entice people to buy something immediately, so that you generate instant income when you need it
- Connect with current and past customers who already know you and your work, so that you can uncover new opportunities
- Create valuable offers for your hot leads, so they will be motivated to buy from you right now
- Repurpose existing products and services, so that you can quickly create something new and enticing to offer
- Revise your pricing and payment options, so that you increase your revenue and your customers have more choices when paying
- Build additional relevant offers into your buying process, so that you easily add to your revenue without additional marketing
- Find quick ways to leverage your current partnerships, so that you can bring in fast cash without spending on your own marketing
- Review your current spending, so that you only pay for what you need
- Find ways to reduce your ongoing costs, so that you can free up cash for growing your business

- Ensure you're invoicing people on time and they're paying their bills when due, so that you aren't losing out on income that's owed to you
- Consolidate and implement your learning and plan future action steps, so that you can achieve the goals you set for this course

This course is broken down into 4 major modules and individual lessons to take you step-by-step through the ways you can bring in cash quickly and save money in your business.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Why You Need Fast Cash

Managing cash flow is a big challenge for many small business owners. There are ongoing expenses and bills that you have to settle on time to keep your business functioning. However, you may also have periods when sales are slow and existing customers are even slower to pay.

In this module, you'll identify the times when your business needs to create income quickly and why, and how you'll manage the instant income you've generated.

All Businesses Need Revenue Boosts

Even with the best financial planning, there will be times in any business when an unplanned need for income arises.

Here are some examples that you may recognize from your own experience:

- A client suddenly pulls out of a big contract and you need to replace that income so you can pay the bills this month
- Customers are clamoring for a new product from you but you don't have the funds to finance its development
- Your laptop unexpectedly gives out on you and you need to replace it quickly
- Your launch didn't do as well as you'd predicted but you still have the advertising costs to cover

- You've been working hard for months and could really use a vacation, and you need a major influx of cash to realize this dream.

If you don't have a financial buffer to tide you over the unexpected expenses and lulls in business, then you need ways to bring in cash quickly.

You may not realize it now, but there's money hiding in your business that you have yet to tap into. However, achieving boosts in revenue means you have to ask for sales, which some entrepreneurs find uncomfortable. This isn't the time to be shy and when you ask more people, more often, and for more money, then you'll increase your overall revenue.

Your best opportunities for instant income lie with:

- Existing and current clients and customers
- Past client and customers
- Past prospects and hot leads

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This makes sense as they already know, like, and trust you. Your warm contacts from your business and social networks can also be a source of revenue but leave them until later.

The focus in this course is on quick wins that are easy to apply to your business model so that you can rapidly generate cash and find ways to save money.

Keep an open mind about the strategies suggested as these may not be tactics you've tried before. Before you reject them as unsuitable for you, ask yourself, "How can I make this work in my business?"

You'll find plenty of proven strategies to help you achieve the revenue boost you need. It may be difficult to estimate how much some of these strategies will earn you the first time you use them. But over time as you try different tactics, you'll learn which ones generate the most income for your business.

Plan What You'll Do with the Cash

All businesses strive to keep a positive cash flow. In essence, this means less money is going out than coming in. In order to remain in business over an extended period, you must maintain positive cash flow.

Many business owners have experienced the dread that settles in when cash flow isn't going in the right direction. When this happens, small changes can make a big difference.

We know you have a need for cash right now, but you need to get clear on:

ATTENTION:

This is only an excerpt from our full course **Fast Cash Strategies for Small Businesses**. The full, customizable course contains 4 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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