



Financial Blind Spots- Listening to and acting on the NUMBERS

Ideas to increase your
Entrepreneurship IQ

10 Financial Blind Spots to Avoid

- Not Organizing your finances
 - Bookkeeping system
 - Understanding Financial Statements
 - Setting goals
- Not Having a Financial Policy
 - Opening balance sheet
 - Review of Major Financial Statements
- Not tracking or evaluating financial decisions

10 Financial Blind Spots to Avoid

- Not Really Knowing your cost
 - Variable Costs
 - Fixed Costs
 - Labor
- Not Evaluating the Cost or value of a customer
 - Expected spend. And inventory management
 - Customer Service
- Not True cost and evaluation of Space and equipment

10 Financial Blind Spots to Avoid

- Not Expecting or Calculating ROI on Marketing Campaigns
 - Tracking Social Media
 - Valuing your time
 - Time value of campaign
- Not Evaluating or Monetizing Marketing efforts
 - Review costs and link to sales and evaluate meaning
 - Linking Marketing to Finances
- Not Maximizing the use of Social Media

10 Financial Blind Spots to Avoid

- Not understanding payment Cycles
 - Cash Flow
 - Is this a good dollar
- Not Matching Loans to right use
 - Line of credit
 - Credit Card
 - Term or Fixed Loan
 - Bank Accounts
- Not integrating tax strategy in your finances

BONUS

NOT BEING SAFISTICATED FINANCIALLY

