

6 tips for improving your startup's cash flow

CASH REPRESENTS THE LIFEBLOOD OF YOUR GROWING BUSINESS. FOLLOWING ITS PATH THROUGH YOUR COMPANY WILL LET YOU MAKE THE MOST OF YOUR LIMITED RESOURCES.



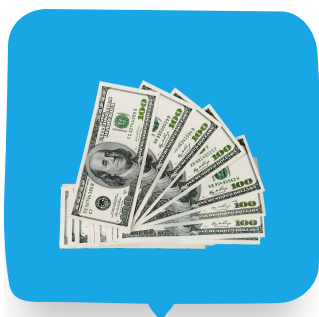
be vigilant about getting paid

You need to stay persistent. Create incentives like late fees or early-pay discounts. Also, have follow-up procedures in place for delinquent accounts.



maintain an emergency fund

An unexpected event can cause a major cash crunch. Keep a cushion for these potential calamities. Build a sufficient emergency fund of cash and try not to tap it unless you face a terrible situation.



choose cash flow over profit

Yes, your ultimate goal is to become profitable. But cash flow is ultimately more fundamental to your business. Without cash, you can't pay your bills.



cultivate funding options

Have contingency plans in place. Consider products like a line of credit, which can help smooth out bumps in your cash flow. Also, having a strong relationship with potential lenders and investors can provide a quick lifeline in difficult circumstances.



get help

Mastering cash-flow management can be a challenge. Get as much help as you can. This can start with accounting software. When you can afford it, consider bringing in professional accounting advice.



get the right business bank account

Ultimately, managing your cash flow is about having the right information. In the heat of day-to-day activity, it's hard to keep track of all the details.



B R Y L L Y A N T