



# CASH FLOW PRINCIPLES

*50 Cash Flow Tips You Need To Survive Covid,  
The Market Shift and The New Economy*

# COVID-19 Wartime Sustainability Plan & Recession Proof Marketing

It's a scary time to be a business owner right now. In early 2019 I started proclaiming that business owner's are at severe risk due to them failing to build exponential models into their businesses, poor cash flow, the lack of proper accounting structures and tax protections along with failing to really dial in the importance of sound marketing, advertising and sales campaigns as opposed to just paying for advertising which is not a sound practice in light of creating and implementing multi-channel campaigns.

COVID-19 has impacted the globe unlike anything in a very long time, and every business is feeling the effects, directly or indirectly. COVID 19 has more than proven my hypothesis on so many levels.

Whether you're worried about the current economic trends, regulations, or political rumblings, you will need to shift your perspective towards the short- term much more than normal in order to ensure that you can keep the lights running when disaster hits. You must learn what it really means to build a sustainable business that can withstand unexpected calamity or health challenges while also building a business that will pay you every month regardless of any and all unforeseen social, advertising, political or economic changes that are beyond your personal control.

*And one of the most important things to focus on is maintaining a healthy cash flow — the lifeblood of your business.*

So, to help, we've put together a list of the top 50 cash tips to help you survive... and THRIVE in this crazy market.



## ABOUT Me

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# MARKETER/CMO. ENTREPRENEUR. SPEAKER. AUTHOR.

Hello, my name is Bryant Vickers, CEO, CMO, IMS and I'm the creator of the DOMINATE or die Marketing Brand, and the, "I'm A Market DOMINATOR™". My team and I specialize in 2X, 5X and 10Xing - a company by helping 5, 6 and 7-figure entrepreneurs achieve:

More Cash Flow & Profits...  
More Productivity  
More Time Freedom and...  
More Sales

And a lot more consistent exponential (and fast) Growth! How? By focusing on what really matters in Business are the principles that have withstood the test of time. Of those principles, two things that stands out in this wild market is that **"cash is king"** — now more than ever! And in order to get cash and keep it flowing you have to understand that not only is **"relentless and competitive selling"** vital to your success, in other words, not just what you sold today, but *"how much did you sell"* every day along with understanding and implementing sound cash flow principles is what builds and helps to sustain businesses in any situation. My hope is that this list and these ideas will help you weather the storm, and come out thriving more than ever. Get started now and let me know how I can help support you.

Contact: [dominateordiemarketing@gmail.com](mailto:dominateordiemarketing@gmail.com)

Call 302-353-2542



## THE TOP 50 CA\$H TIPS

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Here are the top 50 cash flow tips that you can implement NOW this week during this uncertain time...

1

**Take over handling the accounts receivable (A/R - AKA money owed to you) yourself and get the payments in!**

Your focus should be where the company needs it the most, and right now, it's getting money in the door ASAP.

2

**If you aren't comfortable going after money that is behind due and owed to you, get someone who is.**

Now's the time to collect what's rightfully yours. Everyone will want to hoard cash at this time, so make it a priority to contact them early and often.

Don't be apologetic about asking for payment! You are in business for a reason, if you're providing value don't be afraid to ask.

3

**Increase the frequency of follow ups.**

Whether it's following up on sales calls, vendors, or customers, time is of the essence.

You need to make sure that things happen quickly.

4

**Add an invoice to show the extra charges or balance due; this helps make it more "real."**

5

**Start adding fees or interest for anything past-due or missed.**

This will incentivize people and businesses to pay you back sooner.

6

**Discount if someone pays in full instead of spreading the payments out.**

Most will be looking to stretch their resources as far as possible, so provide incentives for those who pay in full instead of in payments!

7

**Call any past due customers; most want to do what's right and get things handled.**

If you let it go unchecked, customers aren't going to be knocking at your door telling you that they owe you money. However, if you remind them, they'll most likely pay.

8

**Pay close attention to your A/R; be monitoring on a weekly basis (or more!)**

Be vigilant and keep a close eye on your A/R numbers.

9

**For extreme measures of big monetary value, send a legal letter with it from your attorney (ideally you don't have to get here!)**

9 times out of 10, this will be enough to get most customers to pay up if they aren't responsive to a phone call.

10

**If offering a payment plan, be sure to add extra (i.e. we offer a 20% discount for paid-in-full customers vs. a 3-pay plan).**

Remember to make it a bit more expensive for customers to opt for the payment plan. This gives them a bit of an incentive to go for the paid-in-full option.

11

**Get your products out faster or service done faster so you can get the (remaining) payments faster (i.e. for web design that's paid on fulfillment).**

By speeding things up on the fulfillment side, you get money quicker, and you also free up company resources to focus on a new project.

12

**Get paid more often (invoice more frequently or collect upfront!)**...

For example, instead of offering a quarterly payment plan, have a monthly payment plan.

13

**Go for longer-term contracts (and offer a discount). So, instead of having clients for 6 months, maybe you could consider extending that to be longer.**

Long-term contracts can guarantee cash flow for a longer period of time!

14

**Train your team to ask for discounts, price-matching, and extras from vendors.**

You get what you ask for... Have your team get in the habit of asking!

15

**Strategize ways to improve your margins.**

Have a meeting with your leadership team and find creative ways to increase margins and cut the non-essential elements. And definitely involve your team on this. They often have some great ideas you haven't considered.

16

**Focus on retention (it's cheaper than the cost to acquire a new customer).**

Call up all of your clients and customers (or at least your top customers) and see how you can best support them. Strategize other ways to provide value and be indispensable so they stick around.

*Your best customers are... your best customers!  
Keep them, and remarket to them over and over again!*

How can you over deliver and create customers for life? Use this time to separate yourself.

17

**Review and cut out any potential waste (services, subscriptions, etc.) that are not:**

- a) Needs
- b) ROI-driven investments into your business

Look at your business credit card bill and cut out what you're not currently using. Tech is a great place to minimize. You can always resubscribe later on.

18

**Look for opportunities to cross-sell.**

Look at what else you can offer your customers without using up too much of your team's capacity.

19

**Shift your team resources -- to have more people focused on generating revenue. Odds are you have the resources there, now it's time to better utilize them.**

20

**Create upsells (or downsells) for more ways to bring in cash.**

Test different ways to solve your customer's pain points at different price points, and get creative. What pains and needs are there that you can solve?

21

**Create an "all hands on deck" culture (so the entire team is focused on short-term cash flow).**

Rally your whole team around this. Let them know the enormity of the situation, but also ensure that there's a high morale and buy-in as well.

22

**You may have to pivot your business completely to go to a market that does have a budget to spend with you, or create a whole new product from scratch. What is a need you can solve in a big way? Do that.**

23

**Turn your offers into a recurring, subscription-based model.** This encourages customer retention, and also provides a stable source of consistent cash flow.

24

**Use your business credit card to preserve cash in the meantime.**

You could consider paying the minimums only (and not full balance), but this guide is not about building debt! Consult your advisors for the best decision here.

25

**Stock orders "just in time" rather than "just in case."**

Don't have stock just laying around, consuming space and precious money.

26

**If you can run a promotion and produce cash quick, then consider running an advertising promotion so you make \$2 in the next few days... and have to pay \$1 on the credit card balance in 30 days.**

This is the mecca to get to where you produce sales before you have to pay for the leads, but few businesses get to this point.

27

**Use this time to refocus your product slate, cutting the weakest selling offerings or unprofitable products... and double down on what works best — your main money maker.**

28

**Run a special marketing promotion either to your audience, on ads, to your email list, or whatever. Do a marketing blitz to inject some cash!**

29

**Focus on building a solid reserve of cash.**

This is the #1 focus! Make sure you stay focused on this at all times to get ahead so that you have a longer runway to be able to survive the storm, as nobody knows how long the market shift will last.

30

**Hire an accountant to help see where the opportunities are.**

A good accountant will save you much more than what they charge.

31

**Cut back on your personal salary.**

See what your current personal expenditures are and where you can cut back for now.

32

**Use technology to automate and systemize recurring tasks.**

Software like Asana, Zapier, Loom, and Google Drive can help increase efficiency, freeing up your team for other tasks.

33

**Look at doing an exchange instead of paying out of pocket. Where can you exchange services or resources?**

34

**Cut out low-margin services, products, and clients that are taking too much company resources.**

Review your current products/services and see what you can cut out. That way, you can direct resources towards something that yields a better ROI.

35

**Create a higher-end package and offering. Get an irresistible offer in front of the right target audience who could use your skills and bring in some more cash!**



36

**Utilize cash flow projections to have a big-picture view.**

Have a spreadsheet with projections in order to see whether or not you're on track, or whether you need to make adjustments. Use the numbers to make the right short and long-term decisions, as a lot of people will not be making objective decisions right now so you can differentiate yourself from your competition.

37

**Consider getting a loan or line of credit. Debt is usually not a great option, but right now having cash and liquidity is paramount, just be cognizant to make the right long-term decision.**

38

**Negotiate discounts for using cash to buy.**

Cash is very valuable right now, so make sure to get some kind of discount for using it.

39

**Ask about incentives for early payment.**

Make sure to inquire about discounts or other things that they can provide you in exchange for paying in advance.

40

**There are various ways to handle your team expenses, as this may be your biggest category of expenses.**

Maybe you delay their payment, reduce their salary, pause their work, go from weekly payments to every two weeks, or have to cut staff.

41

**Work to stretch out your payables so that the money isn't due right now. This will buy you more time, and save you money in the short-term -- but be wary of any interest or fees.**

42

**Consider selling a portion of your company to raise some capital.**

This is another important longer-term decision to consider, but may be worth it to bring the right partner in who has cash. There are always people with cash looking for the right opportunities.

43

**Improve your marketing and sales conversions.**

Take a look at your current marketing strategy and sales calls. Find the low-hanging fruit that your team can implement immediately to produce better results. Sales is one of our favorite levers of all to help drive growth in a company! Call DODM for help!

44

**Make it easy for people to pay you. Set up mobile and online payment solutions to get paid quicker.**

Speed is the name of the game right now. Make sure that you reduce the friction of getting paid as much as possible, and make it easy for your customers.

45

**Consider getting an SBA loan for this time. They have a special disaster loan relief program that you can get for financial hardship caused during this wild market.** Learn more at <https://dominateordie.net/credit-funding/>

46

**Shorten your sales cycle. Maybe in the past it's taken months or weeks, look at adding urgency with a deadline for people to decide and shorten your sales cycle to drive more cash in the short-term, even if at a minor discount.**

47

**Work with your merchant account to get next day funding instead of having it take two, three, or more days to settle into your bank account.**

48

**Get JV (joint venture) partners - how can you create a win-win-win by partnering up with others who you can collaborate with and serve their/your audiences?**

Now is a beautiful time to create synergies and collaborate, and can be a way to get more done faster to inject cash.

49

**Make deposits mandatory; if you can't get paid upfront, then at the very least, get a deposit.**

50

**Review the numbers and targets regularly, especially as it relates to your cash.**

At the beginning of each day, look at the overall numbers to have an accurate picture of the current health of your business.

Make sure you're aware of your cash flow at all times. I get a text update every single day with our business cash balances to keep it front and center in my mind. With most banks this is easy to set up.

Having this clarity will have you making the best decisions possible.

### 3 MUST-HAVE FINANCIAL SYSTEMS FOR CEOs

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*The number one rule of business?  
Don't run out of money.*

You need **cash in order to keep the company running in the short-term...** and for **investing in long-term growth...** and because you want to generate some **wealth** too, right?

As a result, some of the most important systems you can have are related to your finances.

However, it's alarming how many business owners don't take this seriously. To some degree, it's totally understandable.

You're so busy actually running the company that you feel like there's no time to manage the finances on top of the overwhelming to-do list.

However, not doing so can be catastrophic-- and it is for many, as running out of cash is the #1 reason for small business failure.

With the right financial systems in place, not only does managing your business' cash become easy to do, but it helps drive better decisions and way less stress... so you can focus on taking your company to the next level.

To help, here are 3 of the essential financial systems that you should use for your company.

# 1

## The Weekly Financials Review

Many entrepreneurs only review their finances in detail every year during tax season.

That is not going to get the job done.

I've been in a few situations where my business was quickly hovering towards a \$0 bank balance with bills to pay on the horizon, every day or weekly. This is not a fun position to be in.

If I knew the numbers, I would have seen that coming from a mile away (and pivoted in order to proactively address it before it became an issue).

A few key metrics I review on a weekly basis are:

1. Cash balance in all business accounts (I get a daily text on all of these from my bank)
2. Open A/R (accounts receivable - money owed to us)
3. Forecasted revenue for this month
4. Total sale value produced this week (assuming paid in full)
5. Total revenue received this week (actual money received)

Plus, I also review my personal net worth at this time--since your business should be driving wealth for you, add this to the list to have it keep as a reminder what you're trying to build.

This full review doesn't take more than 15 minutes per week, but it makes a monumental impact on your decision making and peace of mind.

Figure out the top financial metrics that are applicable to you and your business, create a simple spreadsheet, and then set a recurring meeting on your calendar to review these in detail.

It's some of the best time you can spend as CEO all week!

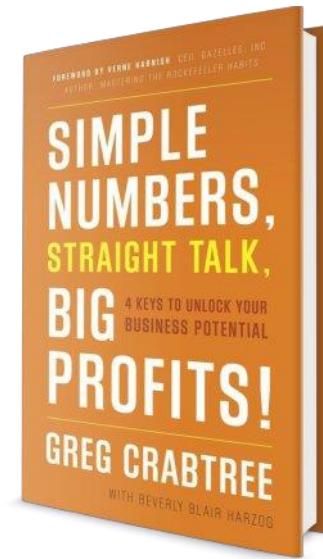
## Core Capital

‘Core Capital’ is a term I learned from Greg Crabtree, author of *Simple Numbers, Straight Talk, Big Profits!*

Put simply, it’s the amount of money you have in your business account versus your upcoming operating and labor expenses.

The minimum suggested core capital target (cash in the bank) is to cover two months of expenses.

With the proper cash set aside, even if no new revenue comes in at all for over a month, you can rest assured that you don’t have to make short-term decisions just to survive.



*This keeps you focused on taking the right actions to grow the company... without holding back due to fear of running out of money.*

Most are fighting week-to-week and month-to-month in their business for years. Get ahead and stay ahead, making two months of cash your new “zero balance.”

## Forecast The Future

Not only is it important to know how your business is currently doing, but you need to project into the future.

This way you can better analyze investments into your business, give your team clarity and targets, and simply start making better long-term strategic decisions.

Most business owners are too stuck in survival-mode that they don't plan out the future.

*But one thing is fact: The future arrives much sooner than you often think!*

Start by estimating your costs. Be conservative with the numbers, potentially doubling or tripling your expenses in order to provide breathing room in case costs are more than you expected.

Then project your future revenues.

The key here is to have two numbers:

1. A conservative baseline (minimum)
2. A more-aggressive target.

That way, you'll have a conservative forecast to guide financial decisions... while shooting for growth numbers that excite you and your team.

To summarize, with three simple financial systems, you can make better and faster decisions, have more clarity, spot problems ahead of time, reduce your stress as a business owner, AND drive a lot more profits.

Systems are the key to scale... and not many are more important than these three!

Start here and get on the path to growth.

## CAPITAL & DEBT

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### Access to best forms of funding capital

The option of obtaining loans may be a good option right now. Especially with things that will have a high-level of Return or ROI. While I don't believe that you should keep burning through cash or use other capital to avoid reducing expenses, I wanted to go through the various options of obtaining capital sensibly, meaning you first need to be clear that if your funding agent is a predatory lending agent who is self-serving attempting to sell you money to just put money in their pockets as opposed to serving your needs to best help you both short and long-term be able to first pay back the loan and second guide you on the best usage of the loan in order to get the best results or ROI.

**Line of Credit or Loan:** If you can get a credit line, that is unattached to your SSN personally, this is always the best. Typically, in order to get a credit line that is unattached, you will need 2 years of business history and they will typically give you 10-20% of your business revenue as a credit line.

So, if you did \$100,000 last year, they will give you \$10-20K in an unsecured line of credit in your Business EIN Number which means, if you have bad personal credit or not so a great personal credit score, you can now build credit in your business name and reap the benefits of being able to get business credit cards and loans that are SEPARATE from your personal SSN. If you have assets, you can also tie this to your assets, this is far more risky, however, if you're confident in your direction it is fine.

Personally, I like credit lines more than loans. Credits lines work more like a credit card, where you can pull and pay money whenever you wish.

The issue with a loan is if you don't know exactly what you're using it for, you start paying payments and interest from the first day you receive it. This is why in most business owner cases I recommend using it for MARKETING so that 1. You get a ROI and 2. You then have the ability to pay it back, and then set yourself up for revolving lines that help to grow your business/sales to then be able to become sustainable prior to using it for other things unless it is the only option or an emergency funding need where you have a million dollar order to fill.

*Please note: If you're in America, you may be qualified to apply for a SBA loan that has a low interest rate and favorable pay-back terms.*

**Credit Card or Credit Card Increases:** This one is simple, just call up your bank or your credit card company and try to maximize how much credit you need on your credit card.

**Short-Term Capital from Investor:** At the moment, investment from an investor is going to be more difficult to obtain and will come from a high cost of interest. If you feel like you need this investment, you need to know exactly what it's going to be along with having a very specific plan of how fast the money will return to you.

**Cash Raise from your Audience:**

If you have an clients/customers/patients, right now is a great time to do the extra work to get your audience to pay you extra. If this means doing more 1-on-1 or group work, launching something accessible to everyone or even doing something totally out of the ordinary for you. The best money always comes from providing value for your audience and community. Need help Call DODM

## Where should you invest

**Now, let's assume you have additional capital, how do you use that capital and what should you know?**

- 1 Keep a cash reserve -- the more money you have in the bank, the more opportunities that will come your way.
- 2 Invest in 30-90 day growth strategies -- understand what the return will be and how it will add to the stability of your business.
- 3 Don't worry too much about the interest cost of this money, unless it's over 20%, chances are you will be able to make this money work for you in the short-term enough to be able to cover that type of interest.
- 4 Unless you have a marketing campaign that is working, I don't suggest investing money that is credit on ad spend. You must already have an ongoing competitive monthly ad budget.
- 5 I wouldn't suggest using credit for hiring a team or outsourcing either, at this current moment.

*Bottom-line: Use your credit when you know something is working and has a likely level to continue to work.*



**If you're at a place where you have your own capital and money in the bank, what should you do with it?**

As you might realize, I can't give investment advice because I'm not a financial planner however, here's what I know.

If you have a business that has a high level of growth potential because you help a lot of people during the current climate, I would invest in your now so when this blows over your ahead of your competition in terms of leverage, now is not this time to cut back or slow down or stop marketing

If you see that with an audience, you will be able to sell year after year in the future, I would invest in building an audience and becoming more aggressive with your content creation, reviews, reputation, referrals, product distribution and using paid advertising, right now.

If you don't have a high growth business and you don't desire to have an audience that you can utilize for future businesses and offers, I would suggest keeping your money in the form of cash and precious metals, for the time being, until investment opportunities present themselves.

In times like this, I personally enjoy betting on myself and then taking the profit and pushing it into other companies where I don't need to be involved that are based on their future for the next 10+ years, while also investing as much as I can into my brand and building new audiences.

Most investment advisors wouldn't give you that type of advice, however, most investment advisors don't understand this online business thing, either like my team and I do.



## Final Thoughts

As a business owner, you've heard the phrase, "cash is king".

Maintaining a healthy reserve of cash ensures that you can keep your doors open... and most importantly, provide for your family and sleep soundly at night.

It's pretty wild times that businesses across the globe are feeling the effects... so do yourself a favor, and put these tips into action TODAY!

*Want help in navigating the uncertain times of 2020 and getting the guidance, support, strategic planning, and proven methodologies to not only survive this time...but THRIVE!*

**We are here to help. We created a brand-new program to serve entrepreneurs in business development areas all over the United States called the:**

## **COVID-19 Wartime Sustainability Plan & Recession Proof Marketing**

**If what we just shared has been helpful follow the next steps**

- 1. First Share this Guide with 3 business owners**
- 2. If you know you need help right now, call and leave a clear detailed message and we will return your call promptly. Bryant Vickers 302-353-2542**

To be educated and to learn more about marketing, advertising and sale related campaigns please visit: [WWW.DOMINATEORDIE.NET](http://WWW.DOMINATEORDIE.NET)

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