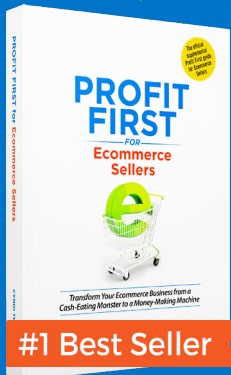


ECOMMERCE SELLERS' GUIDE FOR FINANCIAL UNCERTAINTY



We wrote the book on cash flow management for ecommerce sellers!

We're here to help in these unprecedented times.

SCHEDULE NOW!



bookskeep
ECOMMERCE FINANCIAL SOLUTIONS

KNOW YOUR NUMBERS

✓ What's Your Cash Run Rate

Total all cash on hand or easily available and divide by a typical month's total cash outlay. You can get this by totaling your expenses from your bank statements or pull the Statement of Cash Flow from your accounting system. Once calculated this will tell you how many months you can operate with no sales. This is not necessarily a likely scenario, but it gives you the worst case, so you know where you stand.

✓ Understand Your Needs for Owner Pay

What income level do you need to take care of your family? Run the Owner Pay Calculator (p. 2) to determine the level of business income required to support this number.

✓ Build a 13-Week Cash Flow Model

The model is based on a typical month and extrapolated going forward. Once created, you can duplicate and model changes in income and expenses. This will help you evaluate different scenarios and you'll get better at forecasting each week.

✓ Create New GL Accounts

Track expenses related to the virus. They may be eligible for reimbursement later and can

explain "blips" in your financials when applying for a loan or positioning your business for sale.

✓ Increase Communication

Talk with your financial advisors. Hold regular debriefs (weekly/biweekly) to monitor performance, expenses and changes in world events.

✓ Taxes – Be Prepared

While you are cash constrained it's tempting to use the government's money. Plans are unfolding for aid but understand the timing for repayment. Don't be caught short and attempt to rely on credit. Create an account or maintain an account for taxes. Monitor the changes to deadlines and the laws.

✓ Reduce Cash Outflow

Suspend or cancel expenses with low business and personal benefit. Renegotiate terms for recurring and one-time expenses, leases, equipment loans, suppliers, etc.

✓ Increase Cash Inflow

Look for other selling platforms, and shipping solutions that will get to your market.

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Bookskeep can help build your cash flow model, analyze product profitability, and align personnel resources.

Contact bookskeep • www.bookskeep.com

ECOMMERCE SELLERS' GUIDE FOR FINANCIAL UNCERTAINTY

STRATEGIC PLANNING

✓ Know Your Metrics

Know the profitability of each product, inventory turns, employee performance/efficiency. Decide and act to improve.

✓ Monitor Impacts of New Legislation and Selling Platforms

Employment decisions should consider the most recent paid leave and unemployment law changes.

✓ Know How You Want To Go Forward

Take the time to evaluate what you want out of this new business world. Will you maintain, grow, or pivot?

✓ Focus!

Manage your resources by evaluating your time and your team's time using the Trash, Trim and Transfer method. Set aside time to work on your business; only you can guide the ship during these times. Resist the desire to take more tasks on your plate.

DEBT MANAGEMENT

✓ Avoid new debt to maintain "business as usual."

✓ Negotiate credit card payment extensions and build the payments into your cash flow model.

✓ Consolidate existing debt and renegotiate for better terms.

✓ Secure a line of credit but be extremely careful in using the funds. Don't use it to put off making the tough decisions if your business isn't able to recover.

✓ Keep your personal credit in good standing. Be sure you are paying yourself.

ADDITIONAL RESOURCES



PROFIT FIRST FOR ECOMMERCE SELLERS

Best Selling Book > [BUY NOW](#)

Online Course > [SIGN UP NOW](#)



FREE! OWNER PAY CALCULATOR

Reverse engineer the level of sales required to hit your target salary.

[DOWNLOAD](#)



ECOMMERCE PROFITABILITY CONSULTING

Understand your cashflow, product profitability and align your personnel resource allocations.

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