# THE RECESSION RESPONSE

*The Small Business Economic Crisis Financial Management Plan*

**RECESSIONRESPONSE.COM**

## CASH FLOW

**REDUCE CASH OUTFLOW**
- Cancel no/low benefit expenses (e.g., app subscriptions, entertainment)
- Business owners cancel no/low benefit personal expenses (reduces personal income need)
- Renegotiate terms with required recurring and one-time expenses (lease, capital equipment)
- Seek new terms/extensions from vendors/suppliers

**INCREASE CASH INFLOW**
- Proactively address borrower/lender matrix to ensure continued cash flow
- Introduce new payment options (0% financing, credit card, ACH, cash discount, etc.)
- Use the "what can you afford?" strategy with at-risk-for-defaulting clients
- Don’t change your Profit First percentages (yet)

## DEBT MANAGEMENT

**DEBT CONTROL**
- Don’t take on new debt to maintain “business as usual”
- Use extreme caution with debt leveraging (use of debt for high probability returns)
- Use extreme caution with debt bridging (use of debt to cover short term cash flow dips)
- Renegotiate debt for better terms (interest, installment frequency, length of loan)

**DEBT PLANNING**
- Consolidate and refinance debt
- Maintain excellent personal financial status to keep high credit rating if debt needed
- Avoid credit card debt (avg. APR 17.3%) (0% starts can go to 29%)

## STRATEGIC PLANNING

**MAINTENANCE**
- Schedule regular (weekly/bi-weekly) financial debrief with financial/profit advisor
- Evaluate offering mix, focus on high margin products/services (reduce/remove low margin)
- Evaluate client mix, focus on historically financially well paying clients
- Enhance communication rhythm with clients (more frequent, shorter communication)

**GROWTH**
- Opportunity to focus recession resistant clients/opportunities (staples, food, vice, funeral)
- Market to the Transitioning Ten Percent clients leaving large competitors
- Enact “bold” moves – acquiring unprepared competitors, amplify marketing, raising prices

## ACCOUNTING

**PROACTIVE**
- Set up new GL Account(s) for unique circumstances (eases reimbursements and recasting)
- Evaluate inventory turn. Tighten turn on moving product, eliminate non-turning products
- Review accounting system automated invoicing collection sequence (verbiage, frequency)

**FUTURE PLANNING**
- Conduct comparative analysis of prior years, months (distinguish cause and effect)
- Evaluate client history to proactively determine where you can make terms concessions

## TAX

**PROACTIVE**
- Treat tax estimates as due on April 15, June 15, Sept 15, Jan 15 (even if extension occurs)
- Start or maintain a bank account for TAXES

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**Let’s Connect!**
(347) 414-8286
ean@moxiebookkeeping.com
moxieschedule.as.me/Ean
moxiebookkeeping.com

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