

GORILLA CASHFLOW

WORKBOOK

FROM RED TO BLACK

Mission 1 – GO PRO: Checklist and notes

- ☐ Jot down "I am a pro" on a sticky note and affix it to your computer monitor. This serves as a daily reminder of your unwavering dedication to becoming a PRO.

NOTES: _____

- ☐ Can you specify three things you're currently approaching as an amateur but aspire to elevate your performance to a professional level?

1. _____

2. _____

3. _____

- ☐ Organize your emails: create an action folder, archive unnecessary emails, and tackle items in the action folder daily. You should have Zero emails at the end of each day. The rest should be archived or in the action folder.

NOTES: _____

- ☐ Declutter and organize your workspace, then maintain its tidiness.

NOTES: _____

- ☐ Arrange and tidy up your computer and phone.

NOTES: _____

- ☐ Begin timing yourself while you work to assess your actual productivity. Establish daily periods dedicated to focused, deep work. (1-4hrs/day)

NOTES: _____

Mission 2 – Financial Literacy Checklist and notes

- ☐ Invest some time in comprehending finance in the realm of small businesses. Explore books, courses, and mentorship opportunities to grasp the fundamentals of financial operations swiftly. This book is a good start.

NOTES: _____

- ☐ Could you set up a designated space for organizing your financial tasks and role-specific to-do lists? Will you use Google Cloud? Your desktop? Hubdoc? For storing paperwork, then for tasks, will it be Google tasks Microsoft tasks or some task app? You decide.

NOTES: _____

Mission 3 – Separate Personal and Business checklist and notes

- ☐ Do you have the correct licenses to operate your business? Do you need insurance? Are there any rules or regs you need to know to stay legal?

NOTES: _____

- ☐ Open a business bank account. It'll separate your business and personal finances and make managing your money easier.

NOTES: _____

- ☐ Calculate your monthly salary and set up an automatic transfer to your personal account. Don't forget to create a recurring calendar reminder for this task.

NOTES: _____

- ☐ Schedule a calendar reminder every quarter to reassess your personal salary. This will help you determine if increasing or reducing your compensation is possible.

NOTES: _____

- ☐ Obtain a business Visa card to earn rewards points on your expenses and simplify the process of automating your business expenditures.

NOTES: _____

Mission 4 - Build Systems Checklist & Notes

- ☐ Determine your approach for developing your Standard Operating Procedures (SOPs) and select a storage location for them.

NOTES: _____

- ☐ Select a calendar and task list system to utilize.

NOTES: _____

- ☐ Schedule specific dates in your calendar for each system's required tasks and activities.

NOTES: _____

Mission 5 – Research the Competition Checklist & Notes

- ☐ Research various businesses within your niche. Identify one that resonates with you the most. Subscribe to their email list and gain insights into their strategies and practices.

NOTES: _____

- ☐ Take inspiration from your research findings and put them into action. Start a list and prioritize it.

NOTES: _____

- ☐ Explore opportunities for mentorships, mastermind groups, and relevant subscriptions to access valuable materials.

NOTES: _____

- ☐ Research and find a few businesses where you want to be in 3 years. Find out as much about them as you can.

NOTES: _____

Mission 6 – Create the Vision Checklist & Notes

- ☐ Develop a three-year vision informed by your research and personal aspirations. This vision should encompass five key areas: revenue, marketing, product/service, staffing, and office space.

NOTES: _____

- ☐ Establish a "Core Four" – these will serve as your guiding principles.

1. _____
2. _____
3. _____
4. _____

- ☐ Chart the path of your customers as they navigate through your business. What will their experience look like?

NOTES: _____



Mission 6 - Create the Vision Checklist & Notes

- ☐ Take your three-year vision and divide it into annual objectives for each of the five categories: finance, services, marketing, office space, and staffing.

YEAR 3: _____

YEAR 2: _____

YEAR 1: _____

Mission 07 - Create a Cash Flow Checklist & Notes

- ☐ Chart out your next 12-months cash flow. Are there any slow months where you might run out of cash?

NOTES: _____

- ☐ Take ideas from your research and implement them into action.

NOTES: _____

Mission 08 - Your Strategy Checklist & Notes

- ☐ Set a goal in the five key areas: revenue, marketing, product/service, staffing, and office space. Make it for one quarter only.

Revenue: _____

Marketing: _____

Product/Service: _____

Staffing: _____

Office Space: _____

- ☐ Now prioritize each goal in order of needs to be done now or later and do it with a timeline.

1. _____

2. _____

3. _____

4. _____

5. _____

- ☐ Come up with 3 KPIs for each. For example, revenue I will reach out to 20 customers a month.

Revenue	Marketing	Product/ Service	Staffing	Office Space
1. _____	1. _____	1. _____	1. _____	1. _____
2. _____	2. _____	2. _____	2. _____	2. _____
3. _____	3. _____	3. _____	3. _____	3. _____

Mission 09 – Review, Revise & Grow

Checklist & Notes

- ☐ Using the books review process adapt it for your business and do a monthly review of your income statement, balance sheet, cash flow and projects.

NOTES: _____

- ☐ Set up dates for reviews in your calendar and include your strategy.

NOTES: _____

Mission 10 – Use a Calendar Checklist & Notes

- ☐ Input any financial activities into your calendar that you may have missed so far.

NOTES: _____

- ☐ As you review your calendar, be sure to generate task lists for each item if you haven't done so already.

NOTES: _____

Mission 11 –Bookkeeping & Accounting Checklist & Notes

- ☐ Decide on your approach for monitoring the numbers – will you opt for software or a spreadsheet?

NOTES: _____

- ☐ Automate your bookkeeping responsibilities and any other financial tasks, such as expense handling.

NOTES: _____

- ☐ Establish a systematic approach for bookkeeping and document it properly for future delegation to save time.t.

NOTES: _____

- ☐ Set a reminder to finish your bookkeeping by the end of every month's first week of the following month.

NOTES: _____

Mission 12– Learn to Read Financial Statements Checklist & Notes

- ☐ Visit Yahoo Finance and analyze the balance sheet and income statements of Google, Facebook, and Twitter. Evaluate which company is performing better and which one you'd prefer to invest in.

NOTES: _____

- ☐ Locate balance sheets and income statements within your specific industry. Examine their profit margins and assess the condition of their equity.

NOTES: _____

Mission 13 – Get Organized Checklist & Notes

- ☐ Create a system for all incoming and outgoing paperwork both physical and digital.

NOTES: _____

- ☐ Set aside at least 30 min a day to get organized from your workspace to your computer to your email.

NOTES: _____

Mission 14 – Internal Controls Checklist & Notes

- ☐ Create a plan for how to handle cash from using separate bank accounts to having two signing authorities.

NOTES: _____

- ☐ Do you have your strategy and KPI's set up? If not setup a time to complete one by.

NOTES: _____

- ☐ Set a day each month when the bookkeeping is expected to be done and have reconciliations submitted as one financial check.

NOTES: _____

- ☐ Do you have your strategy and KPI's set up? If not start working on them.

NOTES: _____

- ☐ Have a process in place for expense approval so you don't pointlessly spend away your profits.

NOTES: _____

Mission 14 – Internal Controls Checklist & Notes

☐ Is your cash flow and budget(s) set up?

NOTES: _____

☐ Do you know which reports you will be analyzing on a regular basis?

NOTES: _____

☐ Are you using a password service? Start now if your aren't.

NOTES: _____

☐ Is your paperwork plan both physical and digital set up.

NOTES: _____

☐ Do you have a review process set-up and in your calendar?

NOTES: _____

☐ Is your physical inventory in check? If not organize it.

NOTES: _____

Mission 14 – Internal Controls Checklist & Notes

- ☐ Are you paying your taxes in a planned way or when the bill comes?
Incorporate paying taxes into your cash flow.

NOTES: _____

- ☐ Have planned learning from a course to a coach planned out.

NOTES: _____

Mission 15 - Risk Assessment Checklist & Notes

☐ Do a risk assesment. What are your top 5 risks?

1. _____
2. _____
3. _____
4. _____
5. _____

☐ Which poses the greatest risk and how will you Deal with it?

NOTES: _____

BONUS Mission 1 – Action checklist and notes

- ☐ Decide how you want to track your personal money.(spreadsheets, mint.com, paper and pen, app)

NOTES: _____

- ☐ Make savings goals, rewards for sticking to your budget, and plan a vacation or two. Make it fun.

NOTES: _____

- ☐ Set up your budget and put a monthly review in your calendar as well as when you will make updates and monitor it.

NOTES: _____

BONUS Mission 2 – Action checklist and notes

- ☐ Make a list of capital assets you want to purchase over the next 3 years that would help your business thrive. This can be anything from office equipment to vehicles, office space, land even buildings.

Equipment

Software/Hardware

Vehicles

Office space/Equipment

BONUS Mission 3 – Action checklist and notes

- ☐ Set up a savings account that is just for your profit.

NOTES: _____

- ☐ Decide on your allocations now and down the road.

NOTES: _____

- ☐ Make a monthly transfer into your profit account put it in your calendar.

NOTES: _____



WANNA LEARN MORE?



I have two courses I offer one is on Quickbooks bookkeeping which shows you how to bookkeep for a small business. The other is on how to create your 3-year vision and cash flow. Check them out!

GORILLACASHFLOW.COM