GGG webinar

[00:00:00] Welcome to Grounds and Growth Goals: Funding Your Growth Goals in the New Financial Year is the sub-heading of my webinar today. So thank you so much for being here. I know that this time of year can be a little bit tricky sometimes to get along to things, being end of financial year and you know, all of the things that come with that.

Um, also a really great opportunity to feel that fresh start kind of energy 'cause the new financial year is on our doorstep. Pretty exciting So, welcome. I'm Deb. Some of you already know me, some of you may not. In any case, I'm Deb. I'm a bookkeeper who has spent years helping Australian business owners make sense of their numbers in a way that actually feels doable.

So I've been running my own business since 2015, and before that I was working with small businesses as well. And before bookkeeping, I was actually a primary school [00:01:00] teacher and I specialized in second language teaching both Indonesian as a second language and English as a second language, and I think that that's probably why I care so much about explaining things in a way that actually makes sense.

Um, I also love helping people not just to stay on top of their numbers, but understand what their numbers mean and where the opportunities might be in those numbers too. I get excited about meaningful financial conversations, and I love seeing my clients experience light bulb moments of clarity about their finances.

I'm also a big coffee lover. I've got my coffee here. And I'm also part of a neurodivergent family with my husband and our two daughters as well. I also believe you don't need to become a financial accountant or a bookkeeper to run a financially healthy business. You just need the right support, some simple systems that work for you, and someone in your corner to help you stay on track.

So today, what we're gonna cover. We're gonna [00:02:00] clarify some growth goals for the new financial year. We're going to assess your cash flow confidence and capacity to invest in growth. We're gonna talk about some of the biggest growth blocks I see and talk about some strategies to financially support your goals.

Which will then help you prioritize key actions to come up with a plan to enable you to reach your growth goals. So let's get started with a quick question. Feel free to pop this one in the chat. I'd love to know, how ambitious are your growth goals for the new financial year?

So on a scale of 1 to 10, where 1 is not at all ambitious and 10 is, like, super ambitious, right? So don't be scared. Feel free to pop your number in the chat. And don't think about it too much because, like, your initial thought is often the most accurate, right? That knee-jerk reaction.

Uh, excellent. I've got a six from Anna and a six from Eva. And Kelly answers, "Maybe a four." Yep. Excellent. Good job, ladies. And sometimes picking that number is really hard, but I think, yeah, I [00:03:00] think often that initial reaction is often the most accurate. So keeping that in mind, I want you to think about what do you see as your number one barrier to achieving those goals?

Again, feel free to put it in the chat if you like or just write it down yourself. Often just writing that down can give some clarity. So yeah I'll give you a moment if you want to write that down or if you wanna write in the chat, no dramas So on that, have you ever bought something because it felt like the solution?

Have you ever put off looking at your numbers? Have you ever had 10 different business ideas all before breakfast? And have you ever undercharged because you felt bad asking for more? I wanna say, if any of those resonate, [00:04:00] you are not alone. And Anna has just said, yeah, time with everything else. That time juggle, right, is such a hard, yeah, balance to get, isn't it?

So what I've learned, as someone who supports business owners with their numbers, one of the things that I've learned or noticed in the last, you know, 10 or so years is that often most financial challenges aren't actually about the numbers, right? They're usually about patterns, the ways we think about our money and numbers, the way we make decisions, and the habits we fall back on when things get busy, stressful, or uncertain.

So in true coffee form, I've identified them as five common financial personalities. And I've made them as types of coffee. So all the fun. Uh, over the years, I've noticed a few common financial personalities that show up again and again, and , I've identified these five personalities, and you might recognize yourself in one of these or maybe a little [00:05:00] in all of them, if you're anything like me.

So the first one is the long black. This business owner often thinks, "It'll be fine." This business owner is confident, optimistic, and willing to back themselves. They invest in opportunities. They say yes to ideas. They make decisions quickly. Their challenge is often that they spend without intention. So they see the money there, and they need to spend it.

Uh, so they invest in things before checking their numbers. They assume that the future income would solve today's cash flow problems. So I recommend that their growth goal is often that they create a plan before taking a leap. So hold off spending the money, wait a moment, breathe, check your numbers, that kind of thing.

The next personality is the flat white. And this one is, "Let's wait until things [00:06:00] feel safer." This business owner is typically very thoughtful and careful. They don't make reckless decisions. They like certainty, and they want to minimize risk. So you could call these guys , slightly risk-averse, and their challenge is often holding back from investing and waiting for the perfect timing, which never comes, uh, and thus missing opportunities because they never feel quite ready.

And their growth goal often needs to be learning to take calculated risks, again, using the business numbers to make those informed decisions but- Not avoid making the decisions. The next one is a bit of a favorite of mine. Um, this one makes me laugh. The caramel latte. And this one is the 10 ideas before breakfast.

They often think, "I've got another great idea." So this particular business owner is creative, innovative, and full of [00:07:00] possibilities, right? Their challenge is often too many offers, too many projects, too many priorities, and no clear financial direction. So these are the people that often stay busy but struggle to gain momentum.

So their growth goal is to focus on fewer things, and each of those things done really well. The next one is the double espresso, and that is just keep pushing. This business owner is so driven. They care deeply about their clients, and they work really hard. They get things done, and their challenge is often being so focused on delivery that they never step back.

So these are the people ignoring their numbers, ignoring capacity, ignoring the time and energy. They build a business that depends entirely on them, and often these are the guys that are working so hard in their business that they don't step back and work on their business. So [00:08:00] their growth goal is usually work on the business, not just in it.

A revolutionary thought for that one. Next one is the babycino, and gosh, that looks delicious. Um, and the thought of this one is no one would pay that. This business owner is generous, caring, and service-focused, and they genuinely wanna help people. Their challenge is often underpricing, undervaluing their expertise, discounting too quickly, and assuming everyone else is struggling financially just because they are, right?

Sometimes they avoid looking at the numbers because they feel uncomfortable or overwhelmed, and their growth goal is recognizing the value they create and price accordingly. So the truth, none of these personalities are actually wrong. Each one comes with strengths. [00:09:00] The goal isn't to become someone else or a different type of coffee, but the goal is to understand your natural tendencies so you can make better financial decisions and build a business that supports the life you want.

Because regardless of which financial personality sounds most like you, the solution is usually the same. You need more clarity around your numbers, more consistency in your financial habits, and a community that helps you make confident decisions. So I want you to be ambitious. I really do.

Uh, I don't want you to play small. I don't want you to settle for less than what you want simply because the numbers feel confusing or overwhelming. I see people in my world doing incredible things. They're supporting families, creating jobs, serving their communities, making a genuine difference through their businesses, and I want them to [00:10:00] achieve their goals, the big ones, the exciting ones, the goals that make them a little nervous and a lot excited.

But I also want those goals to be fully supported by good information, right? Properly funded with a realistic plan, achieved without constant financial stress. Because ambition without a plan can feel chaotic, and a plan without ambition can keep you stuck, right? What we're looking for is that sweet spot in the middle, the place where your goals are grounded in reality, supported by your numbers, and backed by a clear path forward, and that's what we're gonna bridge to now.

We're gonna take these growth goals you've been thinking about and I've been talking about, and connect them to the financial foundations that will help make them possible. So exciting. So if you wanna make great financial decisions for the future, you need three things. You [00:11:00] need to know your numbers.

You need to trust your numbers, and you need to look at your numbers regularly. So if you don't do these three things, your decisions are gonna feel unclear. Your growth is going to feel risky. Things may stall quietly. You might suffer from lack of confidence, and you also might fall into the I'm not good with money mindset, which is rubbish.

You're here. You are not bad with money. Um, you maybe have just not been taught certain things. So when you know your numbers, trust your numbers, look at your numbers regularly, you'll get clarity, control, and better decisions. So three reasons why this often doesn't happen is a lack of education, so you haven't been taught what to look at or how to use the information that you're looking at.

A lack of accountability, so no rhythm, no check-in. You've been kinda, like, chucked in the [00:12:00] deep end, right? Which I feel is a lot of business owners in Australia. I mean, it takes five minutes, right, to apply for your own ABN as a sole trader. Chucked in the deep end is, like, 100% what happens to most Aussie business owners because they just don't have that accountability, right?

Uh, also lack of attention. Now, I don't mean that you're not paying enough attention to your business. Again, it's usually that step back, right? The working on your business, the attention on your business as a whole, not on the actual busy work, if that makes sense. So lack of time and space, a lack of structure, and a lack of consistency.

So I wanna compare this. Growing your business is like preparing to run a marathon. Now, I've never run a marathon. If you see me running, you should run, too, because something will be chasing me. However, there is a nice analogy here, right? If you're gonna run a marathon, for me, [00:13:00] super unfit, never run in my life you couldn't just go to the gym once for 28 hours in a row, right?

You would be much better off, much more prepared for the marathon if you did one hour a day for 28 days in a row, right? That small, consistent effort builds your capacity over time, and it's that step-by-step, right? So just like that, if you wanna bring on a new team member or you wanna, um, you know, invest in something new in your business, you can't just assume that you're gonna have a 50K month sometime.

You don't wait for a magic moment. But like the marathon preparation, make small, realistic steps to get there, right? By paying attention to your finances consistently, and intentional attention, right? So not just- Glazing over, but actually sitting down with them. You might uncover there are actually opportunities in your business that you haven't taken full advantage of.[00:14:00]

So step by step, small steps, right? I'm gonna take it to a real life example of a caramel latte type business owner. Her name is Tash. And yes, I do have her permission to share. So I was recently talking to Tash, and she shared a story with me about her business back in 2017. At the time she was busy, really, really busy.

She was creating new courses, launching new offers, building new things And in fact, she said she worked out she had around 28 different offers available, which is mind-blowing. Uh, so from the outside it looked like a lot of growth, right? So, but when she then went to plan for 2018, she realized something really important.

She'd been looking at numbers, but looked at, was looking at the wrong numbers. She was looking not at the right level. She wasn't looking at trends, wasn't analyzing which offers were most profitable. She wasn't stepping [00:15:00] back far enough to see what was actually driving results, right? And she discovered something really surprising, that her most profitable offer that year was her takeoff program, right?

And during that entire year, she hadn't even launched it, right? She'd not spent any intentional attention on it. She'd been so busy creating and delivering other things that she'd neglected the very thing that was generating the best results, right? So that is a real danger of being a caramel latte. Lots of ideas, lots of activity, lots of movement, but not always enough clarity about what's actually moving the business forward, right?

Can you imagine what that year could have looked like for her if she'd actually paid attentional, intentional attention to that particular program? Her lesson at that time was growth does not necessarily mean doing more. Don't know about you guys, but that feels a little bit [00:16:00] counterintuitive. I always feel like growth is promoted in our culture as doing more, right?

Like that being busy. But it is not necessarily true. Often, growth comes from identifying what's working, what's already working, and doing more of that. So again, that specific intentional action, right? And again, based on real-life numbers, based on real-life data. So what are you measuring? I want you to think about it.

At the moment, if you are reviewing your numbers each, month, quarter, year, what are you measuring? Are you measuring the number of offers you have? Are you measuring the number of followers you have on social media? That's a real rabbit warren these days. I feel like running a business in this day and age is certainly, has certainly got some extra potholes in that area.

Are you measuring the number of ideas you've got? [00:17:00] Or maybe you're measuring the number of hours you're spending in your business. And none of these are inherently bad things, but they're not really the numbers that are going to help you grow your business.

Could you instead be measuring profitability, capacity, cashflow, trends over time, and return on your effort, right? So the amount of income that you're getting compared to the number of hours you're spending, right? Because the numbers that matter most aren't always the ones that we're paying attention to, and they're often the ones that are not the easiest to identify either.

So if we go back, if I go back to the previous slide, these numbers are much easier to identify. Number of offers, number of followers, number of ideas, number of hours, right? They're super easy. These ones, the profitability, capacity, cashflow trends [00:18:00] over time, and return on effort. These ones actually require a bit more, like, juicy detail in the, in the finding of them, calculations and stuff like that.

So these ones are harder to get, but if you pay attention to them, they can be really, really powerful. What happens when you pay attention to the right numbers? You can find out what's actually profitable in your business, right? Like thinking about Tash, like she was paying attention to the things that weren't making her money, right?

You can find out what's draining you, right? So that whole measuring your hours versus your profitability. What are the things that you're sinking most of your time into, and is it actually having any return on that investment of time? You can also find out where your best opportunities are, right? So the things that are getting you income with little effort or less [00:19:00] effort potentially, or maybe more fun.

That's another thing to consider there too, the joy that brings from the different things in your business. And places where you can make small tweaks which will give you big impact, and this is what funds growth, right? These kinds of things.

So if you're ambitious, and we've already discovered that you're all like at least not a, not a one, right? You've got some goals that you wanna achieve in the new financial year. Your finances need to come with you on that journey, not as a restriction, not as a you can't do it, but as support, right? They need to come with you so that you have the information and you know where to put your time, you know how to get to where you wanna go.

So your financial numbers show you how, when, and what next. So another check-in. I wanna f- want you to stop and think right now, how confident are you [00:20:00] about making financial decisions based on your numbers? So not your gut, not your bank balance, but your actual numbers. Uh, yeah, Eva says a two. Yep. Fair enough.

I'm assuming that's a scale of one to 10 again, Eva? Yeah. Yeah, you know, I think a lot of people, if they were really honest, would say the same, Eva, honestly. We get so involved in the doing in our businesses that we think we're just kind of operating on automatic, and we don't actually make our decisions based on our numbers, right?

So I suggest that the right combination of understanding, consistency, and support will move you from, "I hope this works," to, "I know how this works." Right? Key difference. So from, "I hope this [00:21:00] works," just kind of like doing something and, "Oh gosh, I really hope that works," to, "I can strategically decide what I'm doing and I know how this works.

I know the steps that I need to take to get there and I know that my numbers back me up." So what does that look like? First one, understanding your numbers. So that knowing you can't understand your numbers without knowing your numbers, right? So if you understand your financial position, you can actually make your decisions based on your real-life data, right?

So you're knowing things like your income, your expenses, your profit, and that is profit is naturally income minus expenses. You can see what's working and what's not, right? Thinking about the Tash example which thing is bringing you the most profit in your business. And you can plan for the future with some [00:22:00] clarity, not just kind of, yeah, flying by the seat of your pants.

Second one is regular attention, so consistency and building simple money habits that keep you on track and in control. So ways to do this, keep your bookkeeping up to date. Don't let it blow out, and then you've all of a sudden got three years' worth of stuff to then enter in. Review your numbers regularly, right?

So whether that's every week, every month, every quarter, but doing it on an intentional basis. And making small consistent actions that create that big impact, like we were talking about before. And the third one is support and accountability. So that's that sense of community. So having the support, guidance, and accountability to help you stay consistent and make empowered decisions.

So have access to expert guidance, a place where you can ask questions and get easy to understand answers, not [00:23:00] covered in financial lingo or ATO speak and also helps you to stay accountable and on track, right? When these three things work together, you can make confident financial decisions and grow your business with ease.

So clarity gives you direction, consistency builds the momentum, and community keeps you supported. So- That's why I've created a new membership called The Cashflow Collective, because knowing what to do and actually doing it are two very different things. Most business owners don't need another course or another spreadsheet, and they certainly don't need more financial jargon, right?

No one else needs another qualifying earnings term to add to the list of things. What they need is a simple way to stay connected to their numbers, make confident decisions, and build sustainable growth over time. So that's why I created The Cashflow Collective, which I'm really excited about. So what is this Cashflow [00:24:00] Collective?

It's a supportive membership for Australian business owners who wanna understand their finances and grow their business with confidence. So it's not just learning, it's not just content, it's not just co-working, but a space where you can stay on top of your numbers, get support making decisions, and build consistency, and basically, in short, actually implement what we've talked about today.

So... And in the Cashflow Collective there are three pillars. Everything inside is built around these three pillars. Number one is clarity, so understanding what's actually happening in your business financially. Not guessing, not relying on your bank balance I have a blog post about that, and knowing your numbers, but also not just knowing your numbers, but what they then mean, right?

Second one, consistency. Creating those simple habits that keep you connected to your finances all year round. So, not scrambling at BAS [00:25:00] time or end of financial year, and no more sitting there pondering, wondering where the money went. So just that steady progress, so thinking an hour over 28 days rather than 28 hours in a row, right?

The third one is community, because sometimes business ownership can feel lonely. I don't know if you ladies feel that, but I have certainly had those times where I just think, "Oh, I just feel so lonely." Sometimes you just need someone to ask. Sometimes you need accountability, and sometimes you need reassurance that you're not the only one trying to figure this stuff out, right?

Sometimes being able to talk to someone about things or through things is, brings a lot of clarity in one sense or another. And that's why we learn and grow together, right? So because every business owner is at a different stage there are three levels of [00:26:00] membership available. And so no matter where you're starting from, there's a place for you.

So the three tiers are the base tier, the best tier, and the boss tier. Kind of fun. So the base tier is for business owners wanting financial foundations and confidence. Um, and confidence with the fundamentals, right? So this tier includes some essential bookkeeping and financial training, monthly co-working sessions, some startup resources and guides, some simple everyday templates, access to the Facebook community and workshop replays as well.

And things we'll learn about in the base tier are things like payment systems, business structures, accounting software and how to choose one and what bookkeeping actually is, and other financial foundations. Then comes the Bast tier, and this one is for GST registered businesses or those on the cusp of that GST [00:27:00] registration wanting some deeper support and accountability.

So this tier includes everything in the Base tier, plus some additional co-quarterly co-working sessions. Gosh, if I-- my English could work, we'll be fine. So some additional co-working sessions which are scheduled quarterly in line with those Bast reporting timelines. We're also gonna have some hot seat and Q&A sessions.

There'll be some monthly prompts and accountability nudges, some reconciliation and bookkeeping routine resources. And the extra learning things we're gonna delve into in that tier are things like working with finance professionals integrations and automations, which is something that's kind of fun at the moment.

Understanding financial reports, so understanding what is your profit and loss and what is your balance sheet and what are they telling you. And also that GST and Bast management side of things. And then the last tier, which is the Bost tier and this is for [00:28:00] business owners wanting personalized guidance and regular strategy conversations.

So this tier, like takes everything that was in that Bast tier and then adds on like an extra level of personalized support. So there's gonna be regular one-on-one strategy and check-in sessions and cash flow conversations and that'll be one-to-one with me. And there's individual guidance and accountability in this one.

Also taking that learning to the next level, topics we'll cover will be things like employee and payroll stuff, so then that additional thing of superannuation and com- additional compliance things and some other advanced finance and business growth type modules. And this one's ideal for business owners who want a trusted sounding board, who are looking at making some really big business decisions and need support turning numbers into action, so that like, yeah, making that meaningful information and making those [00:29:00] decisions, and want help planning that sustainable growth as well, 'cause that sustainable growth is often a, uh, interesting thing.

So, this is your invitation. Because you're live here today, I'd love to invite you to become one of our founding members. As a founding member, you'll receive special founding member pricing. Hooray. Also access to all future improvements and additions that are included the opportunity to help shape the community as we grow, direct access to me and support available inside the collective, and most importantly, you'll be joining from the beginning, so building your confidence, your financial confidence, alongside a group of like-minded business owners who are committed to creating sustainable, profitable businesses The foundation member pricing will only be for a limited time.

So foundation pricing will only be until the 1st of July, so till the beginning of the financial year. [00:30:00] Once that founding member period closes, pricing will increase for the new members from then on. And if you join as a founding member, you'll keep your founding member rate for as long as you remain an active member, so I grandfather that.

Regardless of if the prices then increase later on, you will still keep your founding member rate. So now I'm gonna open it up for questions and answers. Feel free to either come off mute or put them in the chat or any of the above. If you've got any questions, please do let me know. Anyone have any burning questions?

And remember, that can be about the yeah, either the membership or the stuff we've talked about as well. Ah, yes. Thanks, Eva. Will the coworking calls always be at the same time? The answer is at this stage, yes. I also keep them at a [00:31:00] consistent time each month just so that everyone knows that expectation about when it is.

However, the more members we have, I'll open up some additional slots. So, and I'm happy to and flexible around whether people wanna say, "Oh, this time works for me. This doesn't work for me." And again, if you come in at the founding member, you'll have a bit more of a say about what times I might suggest for those sessions as well.

So I hope that answers that question, Eva.

Okay, so this little section went on for a few minutes because I had completely forgotten to, uh, include the slide with the special founding members offer. So founder member pricing is only on the, only available on the annual pricing using the coupon code FOUNDERCOFFEE. Um, and the base g- um, tier will normally be $490 annually.

But founding member price is $390 and that includes GST, and that's [00:32:00] per year. BAS tier will normally be $890 per year, but founder member pricing is $750 and the Boss tier is usually going to be $2,490 annually, and for founding members, that is reduced to $1,990

My final thoughts in this one is what would change in your business if you felt more confident with your numbers 12 months from now? So thinking about June 2027, and what would change in your business if you felt more confident with your numbers then?

That's a really powerful thing. And if that is something you... Oh, yes. Oh, Kellyanne, so much. More of an understanding of where it's all going. Oh, so much, right? I don't know about you, but so many business owners I hear go like, [00:33:00] "Where did that money go, right?"

But if you're looking at your numbers, if you're building that consistency, you would actually have an understanding of where the things are going and what you then need to be able to make those growth decisions. So if that is something you'd like support with, I'd really love to welcome you into the Cashflow Collective.

If you join as a founding member, you choose a level that's right for you you start building clarity, consistency, and confidence with your finances, because growth goals are easier to achieve when they're built on solid financial foundations. So this is the little founding member invitation. And because I love coffee, right, I had to make it a coffee theme.

So what you'll need to do is there's a QR code there. I'll also send the slides out by email as well, so don't feel like you need to panic and get it now. But you'll need to use , the coupon code FOUNDERCOFFEE in one word, right, to access that foundation [00:34:00] member pricing. Again, that's only active till the 1st of July.

Thank you so much for coming, ladies. It was absolutely a delight to have you all here. And yeah, I hope that it has been a helpful, a helpful time and I would love to see you guys in the Cashflow Collective.