

RISE-WA

Rural Investment for Small-business Empowerment

Project administered by



*Pacific NorthWest
Economic Region*

With funding from



Washington State
Department of
Commerce

Finesse My Business Finances MASTERCLASS

FISCAL
Finesse



Jenefeness Franke, MBA

Business Categories



Failing

- Stressed/Stretched Solopreneur
- Unable to Pay Yourself
- Personal Credit Lacking
- Negative Cash Flow
- Inconsistent Marketing Efforts
- Multiple dead-end Businesses/Jobs
- Lack of Time Management
- Inefficient Processes and Systems

Fair

- Positive Cash Flow
- Paying Yourself
- Credit Score at Least 700
- Recession Proof Growth Strategy
- Generating a Profit
- Paying Debt on Time
- Eager to Learn/Help
- At Least 2 Active Revenue Streams
- Industry Known
- Reading/Learning about Business

Finessed

- Premium Pricing
- Effective Methods for Your Team
- Niche/Boutique Specialization
- Minor Processes Outsourced
- Business Credit Tradelines
- Multiple Revenue Streams
- At Least 1 Passive Revenue Stream
- Regular Business Coach Sessions
- Teaching/Helping Others
- Succession/ Generational Wealth/
Retirement Strategy

READY TO BE FINESSED?

Niche/Boutique Specialization

Premium Pricing

Effective Methods for Your Team

Minor Processes Outsourced

Business Credit Tradelines

Multiple Revenue Streams

At Least One Passive Revenue Stream

Regular Business Coach Sessions

Teaching/Helping Others

Succession/ Generational Wealth/ Retirement Strategy





I'm Jenefeness!!

W W W . F I S C A L F I N E S S E . N E T



Objectives



Revenue Streams



Cash Flow



Business Credit



Benefits of Multiple Revenue Streams



- 1 Increased Revenue
- 2 Diversification
- 3 Flexibility
- 4 Predictable/Stable
- 5 Income
- 6 Risk Management
- 7 Innovation

Active Revenue Streams

Experiences
Fee for Service



Classes
Webinars



Part-time Job
Work from Home



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Products

Consulting/Mentoring
Coaching/Tutoring



Vendor Events



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Main Experience



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MEISSA

Complementary Experience

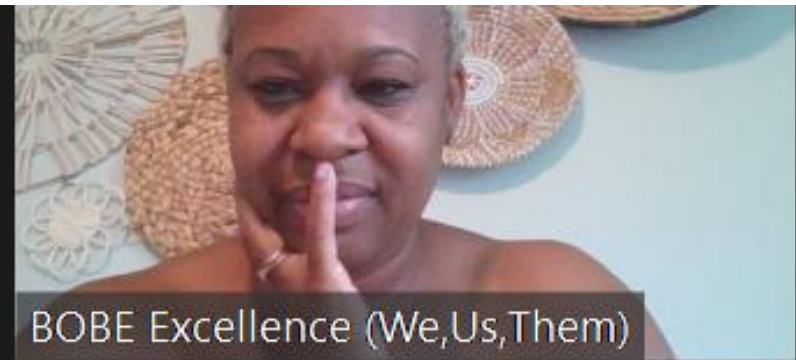
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Finesse



Classes, Webinars



Jay Lyman he/him



BOBE Excellence (We,Us,Them)



Marsha Mutisi



Walter Terry



Judith Paquette (Bellevue Colleg



Leslie Lum (she/her) Bellevue Coll...



Angela Castañeda (she/ella/we)



Jena Yang (she/her) Office of Con...



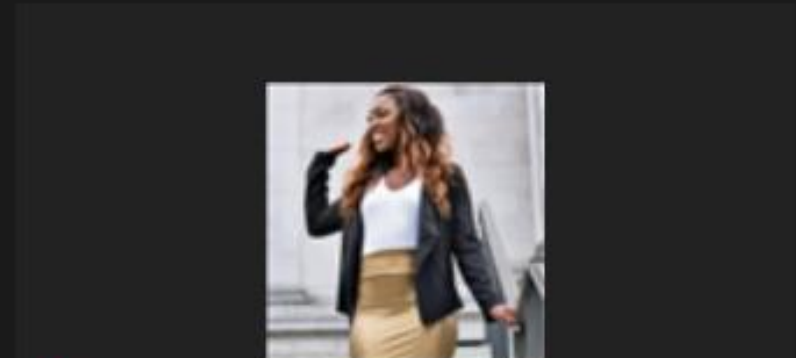
Adam Smith



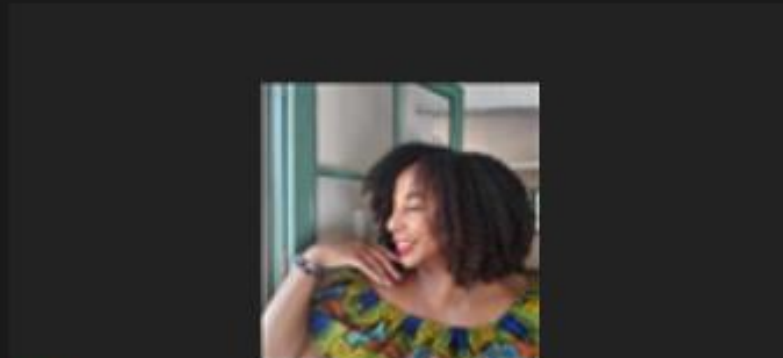
Taj



Meko Lawson



Tierra Bonds



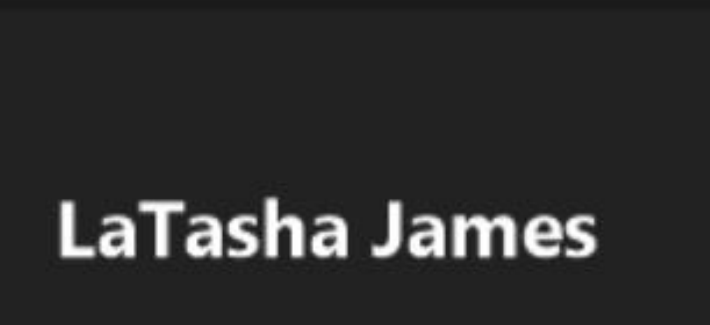
Bettina Jones (she/her)



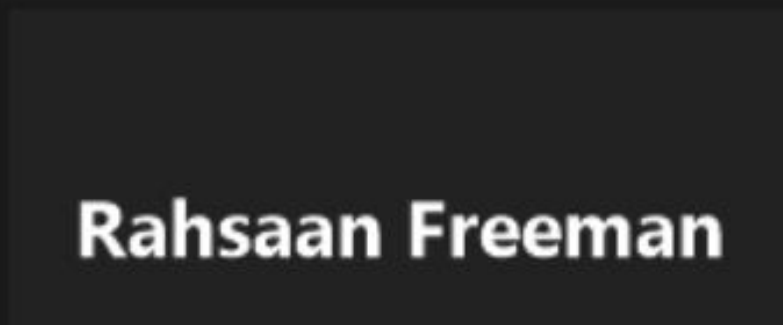
Tamika Gant



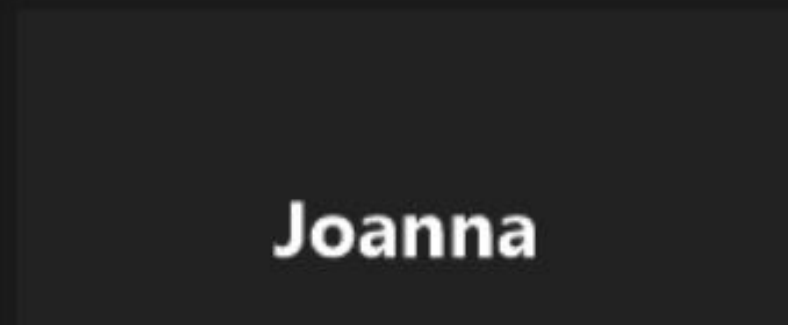
Dr. James Carter - The Breakfast



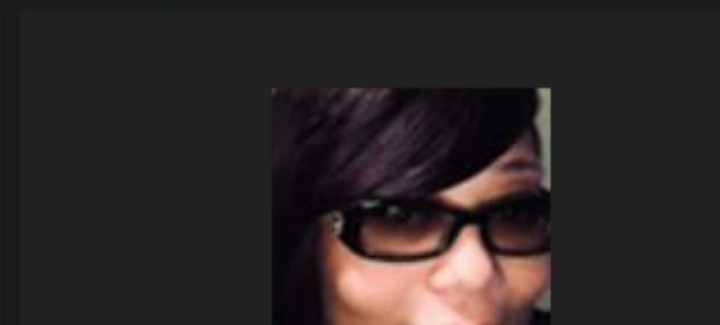
LaTasha James



Rahsaan Freeman



Joanna



Consulting, Mentoring, Tutoring



Part-Time Job



Vendor Events



Passive Revenue Streams

Videos/Books/Music
(Royalties)



Subscriptions/
Memberships



Other Swag



Gift Cards
Certificates



Rents



Investments
Interest Bearing Accounts



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Subscriptions

Membership Site

Learn to build a successful subscription site.

Silver

One lesson a month

\$9/month

Subscribe

Gold

Ten lessons a month

\$19/month

Subscribe

Platinum

Thirty lessons a month

\$29/month

Subscribe

Rents

Modern Condo with Good Vibes

★ 4.48 · 115 reviews · Blacklick, Ohio, United States

Share Saved



Entire condominium (condo) hosted by Jenefeness

16 guests · 2 bedrooms · 4 beds · 1.5 baths



\$144 / night

★ 4.48 · 115 reviews



Cards and Certificates





Other Swag

Interest Bearing Accounts

Royalties

(Videos, Books and Music)

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How many of
these revenue
will you employ
in the
next 60 days?

Watch the Webinar Replay



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Cash Flow



**Flowing In
and Out**

Positive Cash Flow

Cash
Flowing In
Faster than
Out



**“When the CASH is
flowing positively,
the BUSINESS is
growing positively!”**

Simple Cash Flow Statement

CONSOLIDATED CASH FLOW STATEMENT

(EUR millions)	Notes	2020	2019	2018 ^(a)
I. OPERATING ACTIVITIES				
Operating profit		7,972	11,273	9,877
(Income)/loss and dividends received from joint ventures and associates	8	64	(10)	5
Net increase in depreciation, amortization and provisions		3,478	2,700	2,302
Depreciation of right-of-use assets	7.1	2,572	2,408	-
Other adjustments and computed expenses		(89)	(266)	(219)
Cash from operations before changes in working capital		13,997	16,105	11,965
Cost of net financial debt: interest paid		(58)	(124)	(113)
Lease liabilities: interest paid		(290)	(239)	-
Tax paid		(2,385)	(2,940)	(2,275)
Change in working capital	15.2	(367)	(1,154)	(1,087)
Net cash from operating activities		10,897	11,648	8,490
II. INVESTING ACTIVITIES				
Operating investments	15.3	(2,478)	(3,294)	(3,038)
Purchase and proceeds from sale of consolidated investments	2.4	(536)	(2,478)	(17)
Dividends received		12	8	18
Tax paid related to non-current available for sale financial assets and consolidated investments		-	(1)	(2)
Purchase and proceeds from sale of non-current available for sale financial assets	9	63	(104)	(400)
Net cash from/(used in) investing activities		(2,939)	(5,869)	(3,439)
III. FINANCING ACTIVITIES				
Interim and final dividends paid	15.4	(2,799)	(3,678)	(3,090)
Purchase and proceeds from sale of minority interests	2.4	(67)	(21)	(236)
Other equity-related transactions	15.4	27	54	(205)
Proceeds from borrowings	19	17,499	2,837	1,529
Repayment of borrowings	19	(5,024)	(1,810)	(2,174)
Repayment of lease liabilities	7.2	(2,302)	(2,187)	-
Purchase and proceeds from sale of current available for sale financial assets	14	69	71	(147)
Net cash from/(used in) financing activities		7,403	(4,734)	(4,323)

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Strategies for Positive Cash Flows



- 1 Check credit references
- 2 Bill customers frequently
- 3 Stay on top of invoices
- 4 Secure contract deposits
- 5 Sell gift cards/certificates
- 6 Offer pre-payment specials
- 7 Don't pay your bills early



How Do Lenders Assess You?



Credit Scores



Credit History



Cash Flow



Time in Business



Collateral



Industry



Loyalty



Credibility



Credibility is KEY!

I'm a business owner

Karen, you're the bottom block of a pyramid scheme.



Credibility Factor #1



**Credibility
Factor #2**

**Business
Phone
Number**





Credibility Factor #3

Business Website and Email

Credibility Factor #4



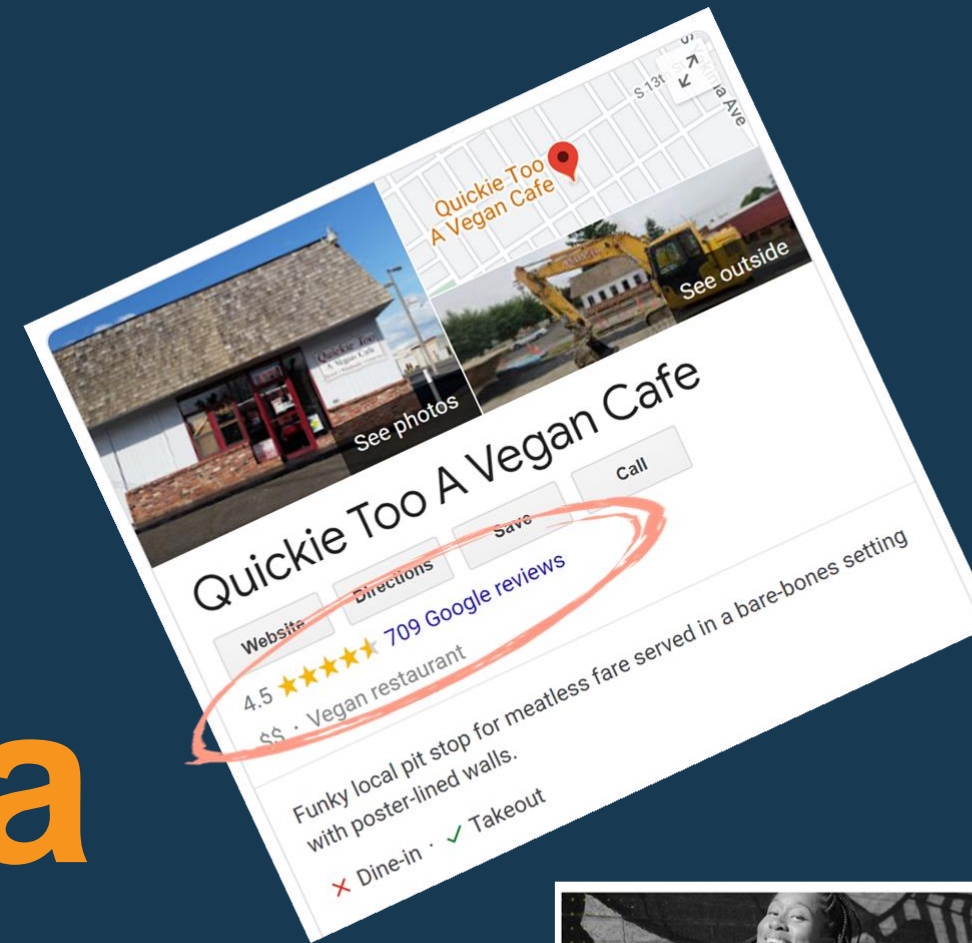
Credibility Factor #5

Business Financials



Credibility Factor #6

Social Media Presence and Reviews



About

- Seattle, WA
- Pushing female entrepreneurs to exceed their expectations and maximize their potential daily with one goal at a time!
- 1,689 people like this
- 1,731 people follow this
- <http://www.jenefeness.com/>

Promote Website

- (614) 595-0784
- Send Message
- +1 614-595-0784
- advice@jenefeness.com
- Always Open
- Author · Women's Health Clinic · Book & Magazine Distributor

A close-up photograph of a woman with dark, curly hair. She is looking directly at the camera with a neutral expression. She is holding several US dollar bills in front of her mouth, partially obscuring it. The bills are fanned out, showing the number '1' and the words 'ONE DOLLAR'. The lighting is soft, and the background is a plain, light color. The overall tone of the image is professional and focused.

How many credibility factors do you have?

Building Business Credit



CreditStrong

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FOR BUSINESS TOO!

Trade Accounts



What are Net 30
Payment Terms?

Revolving Store Credit

STAPLES



Office
DEPOT



Fleet Credit

Cash Credit



SMALL BUSINESS LOAN APPLICATION

Unsecured
MicroLoans
7a, 504
Line of Credit
Invoice Financing

Name/Address

Last

APPLICANT

Name of Business

Address

City

Business or Home

First Name

Business or Home

Middle Initial

JAY

Title

Title

Tax I.D. Number

xxx xxxxx xx

Phone

Company Information

Type of Business

1234567890

1234567890

1234567890

1234567890

1234567890

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1234567890

1234567890

1234567890

1234567890

Form Under

Company

28

123456

Review



Revenue Streams



Cash Flow



Business Credit



BONUS: Revenue Streams

Gig Economy Opportunities

Write a Book***

Create a Class, Webinar, Curriculum, Masterclass***

Develop a YouTube Channel***

Become an Influencer, Affiliate

Private Label a Complementary Product or Service (SWAG)

Invest in Stocks with Dividends***

Develop an Affiliate Amazon account***

Gift Cards, Subscriptions, Memberships***



BONUS: Tier 1 Credit Accounts

1. Quill www.quill.com
2. Grainger www.grainger.com
3. Uline www.uline.com
4. Supplyworks Home Depot Pro www.supplyworks.com
5. Sunbelt Rentals www.sunbeltrentals.com
6. Crown Office Supplies <https://bit.ly/3hjbb5K>
7. Summa Office Supplies <https://bit.ly/2UOSgH7>
8. Strategic Network Solutions <https://bit.ly/363a3Nh>
9. Wise Business Plans www.wisebusinessplans.com
10. Business Tshirt Club <https://bit.ly/3qIBqWf>



BONUS: Tips for Personal Credit

DO NOT close your oldest trade line

DO NOT carry more than 20% on your balances

DO NOT co-sign for ANYONE EVER!

DO NOT close any credit cards that reports a limit!

DO NOT dispute items that are older than three years

DO NOT fall past due on payments

DO NOT open several lines of credit in a short period of time

DO NOT open any new trade lines up to six months prior to securing a loan

DO NOT make settlement arrangements without deletion of debt/goodwill

DO NOT borrow more than you can afford to pay back



Wrap-up and Next Steps

- **Next Accelerator session: TBD**

Wednesday, June 7, 12:00 – 1:00 pm

Same Zoom link <https://us02web.zoom.us/j/83527735341>

- **Recordings and materials from prior Accelerator sessions:**
<https://www.pnwer.org/rise-wa-cohort.html> (pw: risewacohort)

Wrap-up and Next Steps

- **Questions?**

- RISE-WA program overall (requirements, contracting, invoicing):
 - Steve Myers, PNWER, 206-443-7723 / steve@pnwer.org
- Accelerator programming and technical assistance:
 - Katherine Cortes, BERK, 206-493-2403 / katherinec@berkconsulting.com
- Recruitment Team
 - Eric Fitzgerald - precisedetailz001@gmail.com
 - Donald Williams - fromthelightllc@gmail.com