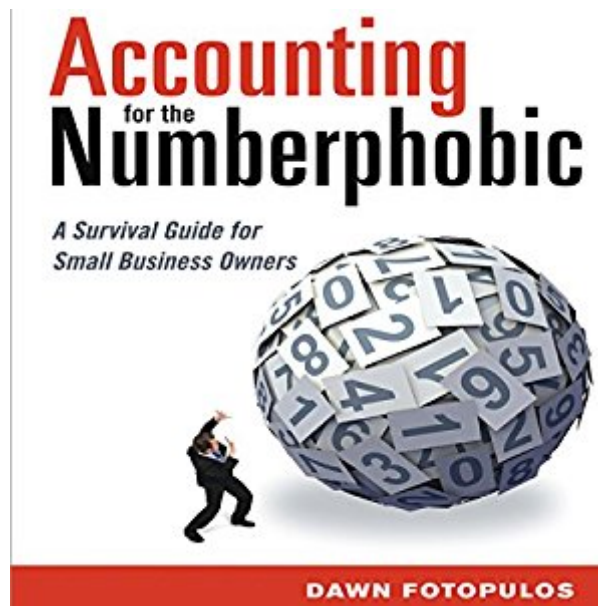




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Accounting For The Numberphobic: A Survival Guide For Small Business



Synopsis

If you're like many small business owners, the mere mention of the word "accounting" fills you with the same sense of dread you had back in high school the night before a big math test. But your company may be at risk of failing, not due to the realities and challenges of the marketplace, but because you are uncomfortable reading and using basic financial measurements. However, never fear. By the time you've finished *Accounting for the Numberphobic*, you'll be reading your financial dashboard like a pro. This audiobook takes the terror out of accounting, as it demystifies - in plain English - documents like the Net Income Statement, Cash Flow Statement, and Balance Sheet. Illustrated with real-world examples and packed with practical action steps, the book reveals: How your Net Income Statement is the key to growing your profits How to identify the breakeven point that means your business is self-sustaining What to do to measure and increase cash flow What the Balance Sheet reveals about your company's worth And much more As a business owner, you can't make responsible decisions if you don't understand the financial measurements that indicate the health of your business. This book takes the fear out of the numbers, and empowers you to steer your way straight toward profitability.

Book Information

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Customer Reviews

You know when a BOOK is REALLY good when you have to buy the audible. After hearing Dawn speak at Scaling New Heights in June 2016 and then again at QuickBooks Connect in October 2016, I knew I had to read her book ASAP. I have enjoyed it so much, I now listen to the audible while driving so I can internalize all the amazing tips she provides in this financial goldmine! I am a

Small Business Strategist and I am always searching for better ways to educate my clients on the importance of strong financial health. Her writing is engaging and creative and I love her visual analogies. What I enjoyed most about her writing is her visual depiction of the 3 most important financial statements as your company's automobile dashboard and your accountant is the "mechanic": the Income Statement is the Speedometer, the Cash Flow Statement is the Gas Gauge and the Balance Sheet is the Oil Pressure Gauge. All these areas need to run cohesively together and we have our "mechanic" to keep us well maintained and running smoothly. True Brilliance and now I am just crossing my fingers to have this treasure translated in Spanish so I can share with all my Spanish Speaking clients & colleagues. #AccountingfortheNumberphobicsEnEspañol

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