



5

SIMPLE WAYS
TO IMPROVE
YOUR
BUSINESS

BY ISIS BEECH | LEAD ACCOUNTANT

INTRODUCTION

Isis Beech is the lead accountant and founder of Golden Beech Bookkeeping. With more than twelve years of experience as a financial manager specializing in the medical field. She specializes in crafting custom business solutions to support profitability, financial freedom and market flexibility.

STEP 1

BUDGET THE BETTER WAY

One of the biggest differences between businesses that perform exceptionally and the average market competitor is budgeting. It's not just about knowing your overhead, it's about having the best real-time information about your business. A budget report that integrates cash flow, real profits over time and cost analysis. A budget that gives you a clearer picture of where and when you spend your money without consuming valuable time you need to run your business.

Working with a virtual accountant to develop a budget sensitive to your market challenges and industry can provide critical information for strategy and cost cutting. With customizable reports and strategy assistance, you'll know what you need to know to be competitive in the marketplace.

STEP 2

KNOW YOUR CASH FLOW

Money needs to be where you expect it to be, when you expect it to be there. Knowing when and where money is going allows you to take advantage of opportunities without undue risk. A report dedicated to spending and receiving, reviewed on a monthly basis is recommended. Know your business situation.

STEP 3

SET FINANCIALLY SOPHISTICATED GOALS

Financial goals are not always about selling more. With detailed accounting information goals can focus on cutting costs, decreasing inefficiencies or strategic adjustments to the timing of expenditures. Setting specific, measurable and achievable goals with your virtual accountant makes the most of your current business landscape.

STEP 4

TAX DEDUCTIONS

It may sound like common sense. However making sure that you are not missing out on legitimate tax breaks can make a huge impact on your bottom line. Check out this [link](#) from the IRS. A virtual accountant can tailor your system for tracking expensive to categorize and capture the correct tax deductions for your business and industry. So you, as a business owner, can benefit from tax breaks in real time.

STEP 5

WORK FROM THE REAL NUMBERS

Good records help you monitor the progress of your business and detect problems as they occur. Thus working from current, relevant numbers is critical. Beyond strategy up to date books with secure storage of supporting documents is also critical to backing up entries in your books and on your tax return. Cloud based receipt management can make sure you never go without this advantage.