

# The 10 Cash Flow Rules You Can't Afford to Ignore

## Special Report

By: Philip Campbell

<http://www.neverrunoutofcash.com>

# About The Author

Philip Campbell is a CPA and the author of the book “[Never Run Out of Cash, The 10 Cash Flow Rules You Can’t Afford To Ignore](#)”.

He began his career in business in 1983 in public accounting. He became a CPA in 1986. Philip spent over six years working with both small and large clients in the areas of accounting, audit, financial statement preparation and analysis as well as federal and state income tax consultation and return preparation.

Since leaving public accounting, Philip has served in Officer level financial positions and has been a shareholder of each of the company’s he has been a part of.

What really sets Philip apart from the average financial person you meet is his passion and excitement about helping business owners take control of their cash flow. Early on in his business career he focused and “preached” so much about the importance of cash flow that people now call him **CASH**.

Philip is one of those rare individuals who is skilled in the numbers side of business but who also understands and loves all the different aspects of growing a successful business.

Philip has helped hundreds of business owners take control of their cash flow. In his book [Never Run Out of Cash](#), he shows you the step-by-step process for eliminating your cash flow worries and taking control of the cash flow of your business.

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—————  
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tremendous impact on my  
business. I look forward  
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- Ricky Hux, owner  
Best Fit Solutions LLC

—————

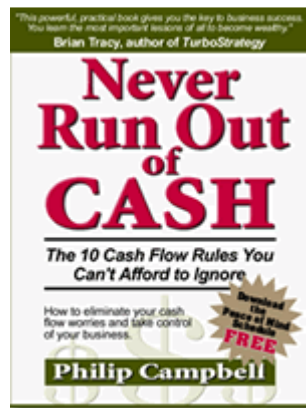
- Learn why you should never try to manage your business from the bank balance.
- Understand the difference between the cash balance and the bank balance.
- Learn to use the 2 questions that will instantly tell you whether you have the lifeblood of your business under control.
- Use the 10 Cash Flow Rules to free yourself from cash flow worries.
- See cash flow problems before they happen.
- Learn the tips and techniques to help you *Make Big Things Happen in Your Business.*
- And lots, lots more.....

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# The 10 Cash Flow Rules

As Discussed and Illustrated in  
Further Detail in the Book



By: Philip Campbell  
[Get your copy NOW.](#)

Thank you very much for requesting this Special Report - The 10 Cash Flow Rules You Can't Afford to Ignore.

I created this report to help you eliminate your cash flow worries. To help you experience the Peace of Mind that comes from regaining control of your finances.

**I am providing this information to you **FREE** of charge and with no obligation on your part.**

Why? In order to expose you to a set of easy to use cash flow rules that will transform the way you manage your business.

After 27 years of helping business owners understand their cash flow, I have created a set of 10 Cash Flow Rules that will help you take control of the lifeblood of your business – your CASH.

In my book, [Never Run Out of Cash](#), I discuss each of these rules in great detail.

Each chapter is devoted to helping you learn and implement one or more of the 10 Cash Flow Rules.

In this **FREE** Special Report, I have excerpted important components from each of these rules so you can benefit from them in your business today.

Put these rules to work in your business and you will experience a new sense of control.

No more wasted time worrying about what's going on with your cash flow. Instead, you can focus your unique talents and abilities each day on ways to grow your business and make more and more money every year. And that's a recipe for success and wealth creation.

Each of the 10 Cash Flow Rules is listed on the next page.

## Philip's Cash Flow Rules

1. Never Run Out of Cash
2. Cash Is King
3. Know the Cash Balance Right Now
4. Do Today's Work Today
5. Either You Do the Work or Have Someone Else Do It
6. Don't Manage From the Bank Balance
7. Know What You Expect the Cash Balance to be Six Months From Now
8. Cash Flow Problems Can Be Seen In Advance
9. You Absolutely, Positively Must Have Cash Flow Projections
10. Eliminate Your Cash Flow Worries So You Are Free To Do What You Do Best – Grow Your Business and Make More Money

# The 10 Cash Flow Rules You Can't Afford to Ignore

## **1. Never Run Out of Cash**

One of the cold, hard realities of business is that if you ever run out of cash, your business goes down the toilet. All your hard work goes down the drain. Your dreams and desires for creating an exciting and profitable business come crashing down.

Running out of cash is the definition of failure in business. As one of my favorite authors, Brian Tracy, says: "This Is Not For You!"

Make the commitment now to learn and implement these 10 Cash Flow Rules so this does not happen to you.

## **2. Cash Is King**

Cash is the lifeblood of every business, both large and small. It's very important to recognize that cash is what keeps your business alive.

Profits can't be spent. Only cash can be spent. The measure of your success in business will be determined by how much cash you create and how much of that cash you hang on to.

Manage your cash flow with the care and attention it deserves. It's very unforgiving if you don't.

Remember, Cash Is King, because No Cash = No Business.

## **3. Know the Cash Balance Right Now**

What is your cash balance right now? It's absolutely critical that you know exactly what your cash balance is.

You have to have an accurate cash balance on your books in order to manage your business intelligently. The balance must be accurate to ensure you are making good financial decisions each day.

Even the most intelligent and experienced person will fail if they are making business decisions using inaccurate or incomplete cash balances. That's the reason why business failures are not limited to amateurs or people new to the business world.

Here is what it takes to maintain an up-to-date cash balance in your accounting system:

**Cash Receipts.** Enter the cash receipts shortly after the end of each day. As you receive money in the mail, through a lockbox, from credit card sales, etc., you need to record those transactions in your accounting system.

**Vendor Invoices.** There are two very important points I'd like to make here. First, enter invoices from your vendors promptly upon receiving them. Don't let them sit around because you don't intend to pay them right away. Get them in the system ASAP.

Second, pay your bills on or before the date they are due.

Don't buy into the belief that you are being smart with your money by delaying payment until after the due date.

Develop a reputation with your vendors for paying them on or before the due date. The outstanding reputation you develop with your vendors is worth ten times more than any interest you may earn by paying your bills late.

**Reconcile the Bank Balance.** The cash balance needs to be reconciled to the bank balance every month. Every month you receive a bank statement from the bank. The statement shows the beginning bank balance, all the deposits, checks and other transactions that have cleared the bank, and your ending bank balance.



Reconcile the cash balance to the bank balance promptly and religiously. This is not a task to be neglected or put off.

It's the perfect way to verify that the cash balance on your books is accurate.

#### **4. Do Today's Work Today**

The key to keeping an accurate cash balance in your accounting system is to do today's work today. When you do this, you will have the numbers you need - when you need them.

The problems start when you, or the person you have in charge of your books, violates this rule.

The trouble begins when entering cash receipts is put off or entering invoices is delayed. "We don't need to enter them today because we won't be paying them for another week or two anyway."

Let's look at it like doing the dishes at home.

Do you (or someone in your family) do the dishes everyday or do you let them pile up for days or weeks until you "get around to it"?

You do the dishes each day because it's one of those chores that is best done in bite-sized chunks. Doing the dishes every day is the practice of doing today's work today. You do it because the alternative approach is a really bad idea.

Doing today's work today is the approach to use in your business.

Specifically, make sure the books are kept current each day. This will ensure you have an accurate cash balance.

#### **5. Either You Do the Work or Have Someone Else Do It**

Here is a simple rule to follow to make sure you have an accurate cash balance on your books.

You do the work or have someone else do it.

Those are the only two choices you have. The work must be done.

It's like mowing the lawn. What would happen if you didn't mow the lawn and you didn't have someone else do it for you? The grass would keep on growing. The weeds would keep on growing.

You would quickly have a yard that was an embarrassment to you, your family, and to your neighbors.

Yes, you will have saved some time and maybe saved some money – at least temporarily. The problem is the lawn still has to be mowed. The weeds still have to be pulled.

It's the same with the work necessary to take control of your cash flow.

This is your job as a business owner. You set the performance standards, and then you see to it that the job gets done in accordance with the standards you set.

You decide if you will be doing the work or if you will have someone else (a bookkeeper or accountant) do it. Communicate the performance standards, and then make sure it gets done.

## **6. Don't Manage From the Bank Balance**

The bank balance and the cash balance are two different animals. Rarely will the two ever be the same. Don't make the mistake of confusing them.

Your accounting system records all your cash receipts and all your cash disbursements. The accounting system is where the “books” of your company are maintained.

This is your bible. This is where your cash balance is maintained.

The difference between your cash balance and your bank balance is primarily a result of the difference in the “timing” of recording a transaction in your books

and the same transaction being recorded (or clearing) at the bank. These differences are “timing differences”.

Here is an example.

When you print a check from your accounting system, it is immediately deducted from your cash balance. Even as the check is sitting on the printer, it has been deducted from the cash balance on your books. It has been deducted from the books even before you have put it in an envelope to mail it.

Has it been deducted from your bank balance yet? No.

It will not be deducted from the bank until it is presented to the bank to be paid. You have to mail it to your vendor, they receive it and deposit it in their bank, the banking system routes it to your bank, and it is finally paid by your bank.

Now the check is deducted from your bank balance.

The timing difference with the checks you cut represents the time between deducting it on your books and the time it takes to be deducted from your bank account.

It's futile (and frustrating) to attempt to manage your cash flow using the bank balance. It's a prescription for failure.

You reconcile your bank balance. You don't manage from it.

## **7. Know What You Expect Your Cash Balance to Be Six Months From Now**

What do you expect your cash balance to be six months from now?

This one question will transform the way you manage your business.

This question really gets to the heart of whether you are managing your business or whether your business is managing you. And there is a big difference between the two.

There are some very important benefits you will realize from knowing what you expect the cash balance to be six months from now.

**Cash Balance Goals.** You will have a goal set for the most important measurement of success in business. This alone will put you ahead of most people in business. Most people have not set specific goals for what they want their cash balance to be. As a result, too many people fail to achieve the level of financial success they deserve.

**See Problems Before They Happen.** Knowing what your cash balance is expected to be in six months gives you tremendous power. It gives you visibility into the future. You put yourself in the position of seeing possible problems well before they can become a reality.

This is a huge benefit.

It's hard to overstate just how important this is to everything you do in business.

**Peace of Mind and Freedom from Worry.** You will have the peace of mind that comes from knowing your cash flow is under control. This will free your mind from worrying about cash flow so you can focus on what you do best – taking care of customers and making more money.

## **8. Cash Flow Problems Can Be Seen in Advance**

You would be shocked and amazed at the number of businesses that fail because the owner did not see a cash flow problem in time to do something about it.

Joe Frazier, the famous boxer, said this: “The punch that knocks you out is the one you didn't see”.

What Joe Frazier was saying is that in boxing, if you see the punch coming, you have a chance to react. You have a chance to get out of the way. You have a chance to at least “roll with the punch”.

It's when you don't ever see the punch coming that you get knocked out.

In business, if you don't see a cash flow problem coming, then you don't see it until the problem has arrived on your doorstep.

Most people don't have a good view into what the cash balance is going to be so the problem smacks them on the side of the head without warning.

That's how businesses are ruined.

Even if you believe you will have a cash shortage in the future, you still must see it - in advance. You must see it clearly for what it is, how much it might be, and precisely when it is likely to happen.

The key is to always be able to answer the question – what do I expect my cash balance to be six months from now?

## **9. You Absolutely, Positively Must Have Cash Flow Projections**

Cash flow projections are the key to making wise and profitable business decisions.

They give you the answer to the all-important question from Rule # 7 – What do I expect my cash balance to be six months from now?

The basic financial statements that every business must prepare are very useful, in fact they are a must. The income statement, the balance sheet, and the cash flow statement are the traditional financial statements used to show the financial results of any business. Banks require you to provide them. Investors require you to provide them. They are the common language of business.

The problem is the financial statements are always historical, meaning they are focused on presenting what happened in the past.

This is critical financial information. However, you must also have a tool for projecting your cash flows into the future.

You have to know what your financial results were in prior months, you have to know what your balance is right now, and you have to know what you expect the cash balance to be over at least the next six months.

The basic financial statements take care of the first two requirements.

Cash flow projections take care of the third requirement.

It's impossible to run your business properly without cash flow projections.

In [Never Run Out of Cash](#), I show you a simple to use schedule for tracking and projecting the cash flow of your business that is very unique and very powerful.

Imagine having a schedule in front of you every month that showed you exactly what was going on with your cash flow. A schedule that made it simple and easy to know exactly what was going on with your most precious asset - your CASH.

This one schedule will do more to put you in control of your cash flow than any other single action you could take.

### **10. Eliminate Your Cash Flow Worries So You Are Free to Do What You Do Best – Take Care of Customers and Make More Money.**

Use these 10 Rules to free yourself from cash flow worries. That way you can focus all your time and talents where you can make the most difference in your business.

It is so important to your success that you take control of your cash flow.

Taking control of this part of your business will have an exciting and meaningful impact in areas you never thought possible.

When you are free to focus your time and talents on creating revenue, your productivity skyrockets.

Your peace of mind and confidence shoot up. No more wasted time worrying about what's going on with your cash flow. Instead, you can focus your unique talents and abilities each day on ways to grow your business and make more and more money each year.

That's a recipe for success and wealth creation in any business.

Remember, it's not what you plan to do that matters. It's what you actually take action on that creates results.

Commit to use these 10 Cash Flow Rules to create the business you have always dreamed of.

**Make the commitment right now** to put these principles to work in your business. You will be really glad you did.

To really jump-start your progress, download a copy of [Never Run Out of Cash](#). You can also get the paperback or the audio companion CD.

[Click Here](#) to **get your copy now**.

To your success,

A handwritten signature in black ink that reads "Philip". The script is cursive and fluid.

**Philip Campbell**

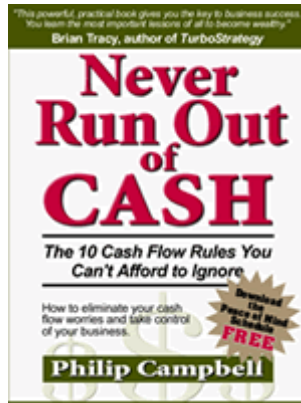
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# Never Run Out of Cash

## The 10 Cash Flow Rules You Can't Afford to Ignore

By: Philip Campbell



A book that shows you the step-by-step **proven process** for taking control of your business... and your cash flow.

Here are just a few of the **new skills and insights you will learn:**

- ✓ **Learn to implement the 10 Cash Flow Rules in your business.**
- ✓ **Dramatically improve your ability to make prudent and profitable business decisions.**



- ✓ **Discover the common barriers to taking control of your cash balance - and how you can break through those barriers with ease.**
- ✓ **Experience the Peace of Mind of knowing what you expect your cash balance to be six months from now.**
- ✓ **Learn the Two Critical Cash Flow questions and the almost magical way they will simplify your life.**
- ✓ **Discover how the Peace of Mind schedule fills the enormous gap that the standard financial statements create.**
- ✓ **Learn to recognize and understand the cash flow "timing differences" in your business.**
- ✓ **Use the "Smell Test" and the "90% Test" to create an amazingly accurate estimate of what your cash balance will be six months from now.**
- ✓ **Avoid falling into the trap of worrying about your money.**

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# Look What Business Owners Just Like You Are Saying

“This is a revolutionary money-management book.

Throw out all the other complicated methods of handling projections and financial strategizing – use Philip’s Peace of Mind schedule to get just that – Peace of Mind about your cash flow!”

**Dr. Joe Vitale**  
Best-selling author of “Spiritual Marketing”  
and numerous other works.

[www.mrfire.com](http://www.mrfire.com)

"This powerful, practical book gives you **the key to business success**. You learn the most important lessons of all to **become wealthy**."

**Brian Tracy**  
Author, "TurboStrategy"

[www.briantracy.com](http://www.briantracy.com)

"Small business lives and dies by one word, **Cash-Flow!** Many a business owner has seen the finish line of success, only to get blown out of the race by lack of cash... the "gasoline" of everyday business operations.

Philip Campbell's book shows you not only how to manage the dollars and cents of cash-flow, but also how to manage your attitude and beliefs about it.... **something I've never seen anywhere else.** If you want to learn how to finally solve your cash-flow problems - **get this book now!"**

**Jim Edwards**  
Author, "Immediate Money Immediately"  
[www.ImmediateMoney.com](http://www.ImmediateMoney.com)

"Philip,

I cannot say thank you enough.

The information in your eBook is absolutely critical to running any successful business. Without a doubt, failure is certain without the knowledge that you provide. I know, I've been there one too many times!

I owe you a great deal, because I now know how to permanently avoid that "how did I get here, again?" experience of not having enough cash to continue.

Thank you, thank you, thank you!"

**Anisa Aven, Owner**  
**Creatavision Enterprises**  
[www.creatavision.com](http://www.creatavision.com)

"This book is GREAT!

Without a degree in accounting, I needed something like Philip's Peace of Mind schedule to keep me focused on the most important aspect of my business - CASH.

It's easy to understand and apply - just what I needed!!"

**Sylvia Barnes, Owner  
Leap of Faith Enterprises**

"Never Run Out of Cash is a must-read and must-use for business owners, operators, and accountants. As a former CFO and a business owner, I know how few people really understand how to project and manage cash.

Philip gets it. And he explains it in a way you can use.

You will learn the important questions. More importantly, you will learn how to answer them so that YOU never run out of cash."

**Steve Koinis  
Business Owner**

"Philip,

Absolutely awesome!

Your straightforward advice really struck a chord with me. I have used a similar, albeit incomplete schedule to forecast cash flow for quite some time now. However, your Peace of Mind schedule helped bring into focus some of the areas in my forecasting that needed refining for a more accurate picture.

I think I knew this all along. But there was something about the way you presented it that finally made me do it. I did it immediately after reading the book. Rules # 7 and # 9 are absolutely critical for all business owners and financial managers to live by in order to prosper in business and be able to sleep at night.

Now I'm completely in the drivers seat. My business is so much easier to manage now."

**David Segers, Chief Financial Officer  
William Cole, Inc.**

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# Never Run Out of Cash

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I included a copy of the Table of Contents from [Never Run Out of Cash](#) so you can see how extensively the subject of managing your cash flow is covered.

Everything you need to regain control of the financial side of your business is here for you. And your purchase is **RISK FREE**.

## **A Money Back Guarantee That Eliminates Your Risk.**

**Guarantee:** **Never Run Out of Cash** comes with a **RISK FREE**, no-questions asked, 90 day money back guarantee. If for any reason, or at any time within 90 days of purchase, you decide this information isn't right for you, I'll refund 100% of your purchase price.

**All the risk is on me!** **Never Run Out of Cash** delivers value to you or you get your money back - **100% guaranteed**. I'm that confident it will **transform the way you manage your business**.

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