

## HOW BARTERING CAN INSTANTLY INCREASE CASH-FLOW AND GROW YOUR BUSINESS

| HOW YOU SPEND NOW   | HOW YOU WOULD SPEND THROUGH BARTER  | CASH-FLOW DIFFERENCE                              |
|---|---|---|
| <b>Expenses:</b><br>Advertising<br>Cleaning<br>Accounting<br>Printing<br>Travel<br><b>\$1,000</b> | <b>Expenses:</b><br>Advertising<br>Cleaning<br>Accounting<br>Printing<br>Travel<br><b>\$1,000</b> | No difference in products or services you receive |
| Products or services you need to sell:<br>(ex. 50% margin)<br><b>\$2,000</b>                      | You barter and receive exchange credit:<br>(Soft Dollars)<br><b>(\$1,000)</b>                     | You need to sell half the product or services     |
| Cost of Goods Sold:<br>(50%)<br><b>\$1,000</b>  | Cost of Goods Sold:<br>(50%)<br><b>\$500</b>  | \$500 less inventory or time                      |
| Total Cash Spent:<br>(Expenses+COG)<br><b>\$2,000</b>   | Total Cash Spent:<br>(Expenses+COG)<br><b>\$500</b>   | \$1,500 less than what you would have spent       |

### WHAT COULD YOU DO WITH THE EXTRA CASH IN THE BANK?

#### REMEMBER:

- Your unsold inventory (time and products) is a liability to your business and ties up cash – Why not barter it for full price?
- Not only do you conserve cash flow, you gain NEW customers who will generate CASH sales through word of mouth.
- You now can afford additional business or personal products and services that you might not have considered before.