

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

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