

# FIVE STEPS

## For Creating

# THE CASH YOU WANT AND NEED

PROFIT IS NICE, BUT WITHOUT CASH YOUR BUSINESS CAN'T PROSPER.  
LARGE, PUBLICALLY TRADED COMPANIES RUN ON PROFIT - PRIVATE BUSINESS RUNS ON CASH  
CRACKING THE CASH FLOW CODE IS ALL ABOUT CREATING CASH AND IT'S EASIER THAN YOU THINK.

## 01

### Stage 1 - I have no cash

You have one job at this point in your business life. That's to get cash in the door. You only focus on activities that create cash and let everything else wait.



## 02

### Stage 2 - Cash comes and goes

You either have enough cash or no cash. You spend your time selling or delivering your products. You need to know that 60% is the maximum time you can spend in direct service.



## 03

### Stage 3 - Pay Days Happen Every Week

Your cash starts to smooth out. You can write a paycheck to yourself every week. Time to start thinking about hiring people who can help you get more time to grow your business.



## 04

### Stage 4 - You're 50% there

You have enough cash for most of your needs, but you're not fully funded for emergencies or retirement. You are learning how to be operationally irrelevant in your business.



## 05

### Stage 5 - You're creating excess cash

You are able to pay yourself what you're worth, can afford to grow your business, have an emergency fund in place and are fully funding your cash needs after you leave your business.



#### CREATED BY

Josh Patrick / Cracking the Cash Flow Code: Creating the Money You Need For a Sustainable Business  
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