

Start, Run & Grow Your Business

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Basic Financials

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Bean Counting Stuff: Why Bother?

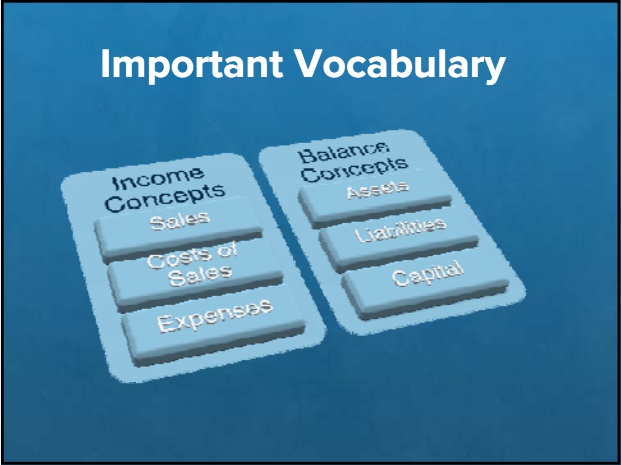


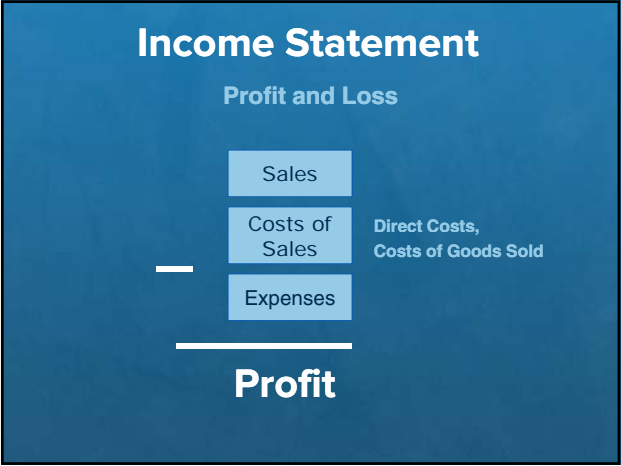
The image shows a close-up of a notepad with handwritten definitions in various colors. Visible words include: 'quiver - To shake or move with motion; to tremble; to quiver', 'calligram - A word or phrase where the layout has some significance', 'acquiesce - (verb) to agree or consent', and 'derail - to deviate from the original plan or course'. A red pen is resting on the notepad.

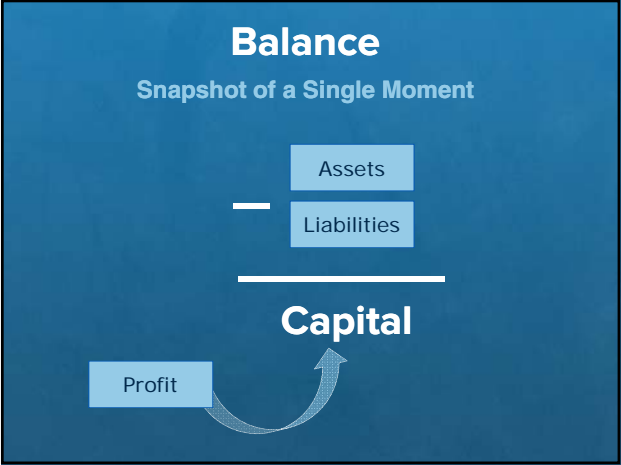
Planning is not Accounting



The image shows a crowded trade show floor. In the center, there is a booth for 'STARGATE' with a large circular logo. People are walking around, some carrying bags. The scene is brightly lit with overhead lights.







Expenses: Money Gone Away



Images by Frank Langlois and Henry, Jason Jennings via Flickr

Assets vs. Expenses



Image by nombayawanderer on Flickr

Assets vs. Expenses:



Understanding why this matters

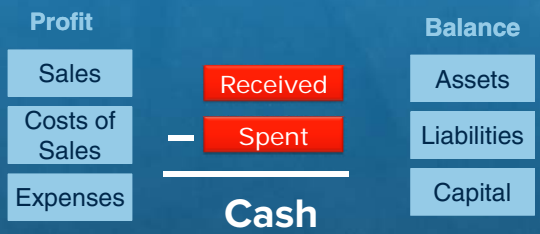
Tax Implications



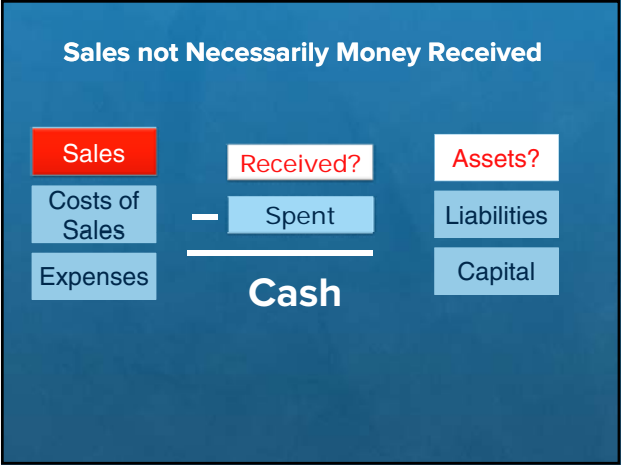
Asset or Expense?

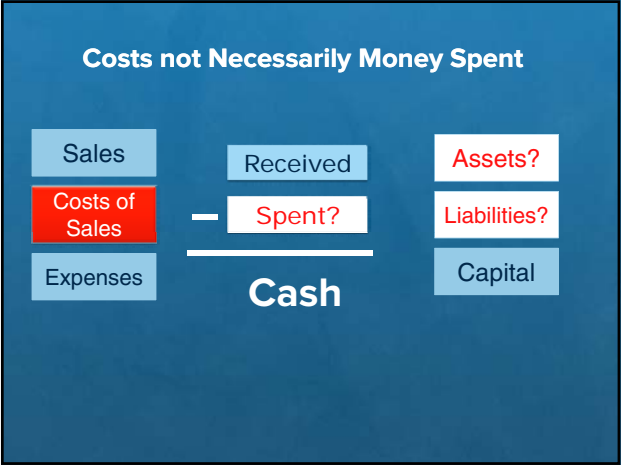


The Cash Flow



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Practical Implications

- Deductions
- Taxes
- Profits
- Cash flow

