



DIANA TODD

TOP 20 BUSINESS MONEY LEAKS

**+ BONUS
SECRET PODCAST!**



@itsdianatodd

DIANA TODD

WHO IS THIS GUIDE FOR?

Purpose-led small business owners who want to create a profitable, sustainable and wealthy business.

HOW DO I APPLY THESE TO MY BUSINESS?

Reflect on each money leak and how it may be showing up in your business cash flow.
Awareness is the first step!

HOW DO I CALL IN MORE SUPPORT DIANA?!

Get instant access to my BONUS *Secret Podcast* that provides EASY & SIMPLE steps to stop each money leak for good and build an intentional and profitable business!



@itsdianatodd



01

Customer acquisition costs not aligned with the stage of business. High growth phases substantiate increased investment in attracting new customers.

02

Unnecessary or unused recurring subscriptions & expenses draining cash flow better utilised elsewhere.

03

Prices not covering the cost of production, delivery, waste, administration and profit margin to sustain the business long term.

04

Overhead and administration costs higher than 25% of sales. Costs not directly related to order fulfillment should be kept low as possible.

05

A cost/benefit analysis not completed to compare investment in training, education and coaching versus engaging a specialised consultant in project based work.

06

Lacking a system to respond to leads in a timely manner with an option to purchase on impulse. Not tracking and following up warm leads.

07

Grandfathering in outdated pricing for existing customers instead of increasing all prices simultaneously.

08

Lacking scalable processes and systems to handle customer orders and fulfillment.

09

In the start up stage, not prioritising investment in customer acquisition and product/service refinement.

10

Inadequate savings, cash reserves or line of credit for periods of low cash flow or unexpected costs.



@itsdianatodd

A woman with blonde hair, wearing a light-colored top, is holding a large, ornate gold dollar coin with a chain. The coin is the central focus of the image, and the woman's face is partially visible in the background, smiling. The background is a soft, out-of-focus light blue and white.

11

Once trading profitably, not estimating and proactively saving money for taxes, and investing in a tax effective business structure.

12

Not allocating time and resources in every day operations directly to money making tasks.

13

Having too many uncomplimentary sales offers. Not completing a cost/benefit analysis of each sales offer and refining income streams.

14

Not reviewing direct and indirect costs regularly for price creep, inflation, and alignment with business goals.

15

Not engaging team members effectively by lacking contracts, targets, reviews and performance incentives that promote focused productivity.

16

The opportunity cost of not being open or looking for growth & collaboration opportunities and allowing opportunities to pass by due to resistance to change.

17

Missing out on tax deductions by not utilising purpose driven bank accounts and accounting software that automates expense tracking.

18

Not allowing your team to support you by delegating all low dollar value tasks and using software to coordinate & report progress and completion.

19

Marketing costs not aligned with business goals. Costs should be capped at 25% of sales for market domination and 10-15% of sales for maintenance.

20

Not regularly paying attention to your business numbers, both financial and non-financial. The sooner you realise business is off track, the faster you can course correct.



CONGRATULATIONS!

BUSINESS MONEY SKILLS UNLOCKED



Check out Diana's BONUS *Secret Podcast*
for EASY & SIMPLE steps you can take TODAY
to stop each money leak for good and
build an intentional and profitable business!



@itsdianatodd