

TIME MATTERS EXPERT SERIES:

*How to focus your productivity so you can reach your goals
And
Create your peaceful joy-filled life.*

ACTION SHEET



Anne Dickinson

Anne Dickinson, President of East Beckwith Associates and known as the “Cash Flow and Profit Optimizer” helps action taking strong leaders of service businesses make smarter, quicker and sometimes tough decisions in their companies to gain more money (profits and cash flow), more time (less stress) and more freedom (priceless). Her background combines being a successful business owner with years of corporate experience and a Babson College MBA. More info is available at www.EastBeckwithAssociates.com.

Notes from the interview:

- 1. How do optimizing your business profits and time management relate to each other?**
 - They both have to do with using your time more effectively and leveraging it.
- 2. If you could pick only one thing about running your business that would most improve your productivity/time management, what would it be?**
 - Know the numbers so you can understand your business.
 - Make sure your financial statements are current.
 - Know where the numbers come from so you can make informed decisions about how you use your time because time is money.

- Understand primary financial statements, why you need to know what they are and what information they can provide you.
- Understand what it costs to provide your product or service and what your breakeven point is.

Financial statements you need to understand:

- Income statement (profit and loss)—shows what money came in and went out in a period of time.
- Balance sheet –shows assets and liabilities (what you own and what you owe).
- Owners equity—assets minus liabilities.
- Statement of Cash Flows—what it takes to run the company, where the money came from and moved to.

3. What is the unique transformation you offer with your work?

- I work with action taking strong leaders of businesses and help them make smarter and quicker decisions so they get more money, time, and freedom.
- Direct skill set about how to calculate and understand the numbers in their business.
- Think about things in their business differently and see ways to expand revenue and spend less.
- More confident and less stress.
- Become the CEO.

4. How can our listeners learn more about you and your work?

www.EastBeckWithAssociates.com

www.TimeMattersExperts.com/replay and look for Anne and her free gift on how to plug your profit leaks.

Your Notes: