Subject: Monitor and manage your cash flow in 2022!

Hi [CLIENT]

In working with our other business clients at [FIRM NAME], one of the key issues they’re struggling with is cash - how to manage it, how to grow it, how to use it best.

This past year we helped [NUMBER] companies to get a handle on their cash flow, resulting in peace of mind, clear direction, and additional revenues - even during a pandemic!

Where we have seen a lot of success with is the use of a cash flow 'snapshot' to help keep you focused on the metrics that matter.

Based on what I know about your business, here are a few ways you could put that information into action:

* Immediately reduce your expenses to lower your break-even point and to lengthen your runway to 90+ days
* Reclaim your receivables with a quick list of who to call that still owes you
* Arrange your payables to leverage when cash is coming in

To generate these insights regularly requires weekly bookkeeping - is this something that you see yourself working toward? I'd be happy to review our engagement and discuss when you have a free moment.

All the best,

[YOUR NAME]

[FIRM NAME]