



Financial Management

Organise your money. Build stability. Grow with confidence.

Know your numbers

Track income & expenses

Strengthen your bookkeeping



1. Welcome Message

Welcome to Month 2!

This month is all about understanding and organising your numbers so you can grow your business with confidence. Many home-based businesses in South Africa struggle with cash flow, bookkeeping, and pricing – not because they're not capable, but because they were never *taught* how to manage money in business. You are not alone – and this workbook is here to help you take small, step-by-step actions that create BIG results over time.

By the end of this workbook you will have:

- ✓ A clear view of your income and expenses
- ✓ A simple but effective bookkeeping system
- ✓ A cash flow forecast for the upcoming months
- ✓ A pricing review
- ✓ Financial goals for the year

2. Your Current Financial Snapshot

2.1 Business Money Reflection

What feels easy about money right now?

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What feels stressful or overwhelming?

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2.2 Business Money Health Check

Rate each area from 1 (**struggling**) to 5 (**strong and confident**):

Financial Area	Rating
Income tracking	_____
Expense tracking	_____
Saving for tax	_____
Saving for emergencies	_____
Pricing confidence	_____
Cash flow stability	_____
General money understanding	_____

3. Income Overview

3.1 Current Income Streams

List the ways your business earns money (example: selling products, events, services, custom orders, digital products, etc.)

1.
2.
3.
4.

3.2 Income Reflection

Which income streams are most profitable?

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Which income streams take the most time?

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Which income stream would you like to grow?

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4. Expense Overview

4.1 Monthly Business Expenses (List your average monthly business costs)

Category	Estimated Monthly Amount
Materials / Stock	R_____
Delivery / Courier	R_____
Data / Wi-Fi	R_____
Marketing / Ads	R_____
Subscriptions (Canva, accounting tools, etc.)	R_____
Equipment	R_____
Market Fees	R_____
Petrol / Transport	R_____
Miscellaneous	R_____
Miscellaneous	R_____

4.2 Expense Reflection

Which expenses are necessary?

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Which expenses can be reduced or removed?

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Do you charge enough to cover ALL your costs?

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5. Cash Flow Management

5.1 Your Monthly Cash Flow Forecast

Expected Income: R_____

Expected Expenses: R_____

Cash Flow Result: (Income – Expenses = Cash Flow)

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If your cash flow is negative, what changes can help?

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5.2 Cash Flow Boosting Ideas

Tick the ones you'd like to try this month:

- ☐ Offer product/service bundles
- ☐ Run a limited-time promotion
- ☐ Introduce a high-margin product
- ☐ Ask for deposits upfront
- ☐ Create recurring revenue (monthly subscription boxes, themed specials, etc.)
- ☐ Sell slow-moving stock

Notes:

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6. Bookkeeping & Systems

6.1 Choose Your Bookkeeping Method

Tick one:

- ☐ Excel / Google Sheets
- ☐ Wave (free accounting)
- ☐ Sage or Xero
- ☐ Manual notebook
- ☐ WhatsApp receipts folder system
- ☐ Bookkeeper

6.2 Weekly Bookkeeping Routine

Choose your routine:

- ☐ Every Monday morning
- ☐ Every Friday afternoon
- ☐ Once a week after kids go to bed
- ☐ Twice a month
- ☐ Monthly financial day

Your chosen routine:

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7. Pricing Review

7.1 Are You Undercharging?

Common signs:

- You feel guilty quoting your real price
- You secretly hope customers don't negotiate
- You work long hours but don't see profit
- You're afraid customers will say "it's too expensive"

Which ones apply to you?

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7.2 Review Your Prices

Do your current prices cover:

- ✓ Materials
- ✓ Time
- ✓ Fuel
- ✓ Packaging
- ✓ Delivery
- ✓ Overheads
- ✓ Profit

If not, write what needs adjusting:

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8. Financial Goals & KPIs

8.1 Monthly Financial Goals

- Monthly Revenue Target: R_____
- Monthly Profit Goal: R_____
- Savings Goal: R_____
- Maximum Expenses Limit: R_____

8.2 Key Financial KPIs

Choose 2–4 to track monthly:

- ☐ Total revenue
- ☐ Profit margin
- ☐ Average order value
- ☐ Number of repeat customers
- ☐ Operating cash flow
- ☐
- ☐

Your KPIs:

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9. Monthly Action Plan

Priority Actions for This Month

1.
2.
3.
4.

10. Month-End Financial Review

10.1 What went well financially this month?

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10.2 What needs work?

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10.3 What will you improve next month?

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11. Monthly Checklist

- ✓ All income recorded
- ✓ All expenses recorded
- ✓ Receipts stored safely
- ✓ Cash flow forecast completed
- ✓ Pricing reviewed
- ✓ Savings contribution made
- ✓ Bookkeeping routine followed
- ✓ Month-end review completed

12. Money Confidence Affirmations

"I manage my money with clarity and confidence."

"My business is financially strong and growing."

"I make smart decisions with ease."

"Every rand I earn supports my goals and my family."