



ACE BLUEPRINT

THE ACE BLUEPRINT

THE CASH FLOW SURVIVAL GUIDE

The 7 killers draining your business.

The 5-step protocol to inject \$20K-\$60K in 30 days.

The dashboard that keeps you alive.

theaceblueprint.com

Turn Chaos Into Execution. Lead Like a CEO.



THE 7 CASH FLOW KILLERS

Most business owners know they have a cash flow problem. Few understand exactly what is causing it. These are the 7 most common killers we see across every industry.

1. SLOW COLLECTIONS

Invoices aging 60+ days. Cash trapped in receivables.

Fix: Net-15 terms, automated reminders, early payment incentives.

WARNING: \$50K-\$200K trapped

2. UNDERPRICING

Revenue without profit. Busy but broke.

Fix: Value-based pricing audit, minimum 30% margin floor.

WARNING: 10-30% profit loss

3. EXPENSE BLOAT

Subscriptions, tools, services nobody uses.

Fix: Zero-based expense review every 90 days.

WARNING: \$2K-\$10K/month wasted

4. NO CASH RESERVES

One bad month from crisis.

Fix: Profit First allocation -- pay yourself first, build 3-month reserve.

WARNING: 1 month from failure

THE 7 CASH FLOW KILLERS (CONTINUED)

5. FEAST-OR-FAMINE REVENUE

No pipeline visibility. Celebrating today, panicking next month.

Fix: 90-day lead generation engine.

WARNING: Revenue swings of 40-60%

6. OVER-HIRING

Headcount growing faster than revenue.

Fix: Revenue-per-employee metric, hire only when it directly increases revenue.

WARNING: \$50K-\$150K/year per bad hire

7. NO FINANCIAL VISIBILITY

Checking the bank account is not financial management.

Fix: Weekly 5-number dashboard.

WARNING: Decisions made blind

"Cash flow is not a finance problem. It is an operations problem. Fix the operations and the cash follows."

THE 5-STEP CASH INJECTION PROTOCOL

This protocol is designed to inject \$20K-\$60K into your business within 30 days. These are not theories -- these are battle-tested actions that work across every industry.

STEP 1: Past-Due Collection Blitz

Day 1-3

Call every account 30+ days overdue. Offer payment plan or small discount for immediate payment.

- > Pull your full accounts receivable aging report
- > Call (do not email) every account 30+ days overdue
- > Offer a 5-10% discount for payment within 48 hours
- > For larger balances, offer a structured payment plan
- > Expected recovery: \$5K-\$20K

STEP 2: Quick-Win Offers to Existing Clients

Day 4-7

Create a limited-time offer for current and past clients. Upsell, cross-sell, or early renewal discount.

- > Identify your highest-margin service or product
- > Create a limited-time offer (expires in 7 days)
- > Contact current and past clients personally
- > Offer early renewal discounts for annual commitments
- > Expected revenue: \$5K-\$15K

STEP 3: Expense Emergency Audit

Day 8-10

Cancel or pause every non-essential subscription and expense. Renegotiate top 5 vendor contracts.

- > Export your full expense list for the last 90 days
- > Cancel every subscription and tool not used in the last 30 days
- > Call your top 5 vendors and renegotiate terms
- > Switch annual payments to save 10-20% where possible
- > Expected savings: \$2K-\$8K/month

CASH INJECTION PROTOCOL (CONTINUED)

STEP 4: Price Adjustment on Highest-Margin Service

Day 11-14

Increase price 10-15% on your highest-margin offering. Grandfather existing clients.

- > Identify your highest-margin service or product
- > Increase the price 10-15% for all new clients
- > Grandfather existing clients at current rates (builds loyalty)
- > Update all proposals, website, and sales materials
- > Expected impact: \$3K-\$10K/month ongoing

STEP 5: Pre-Sell Future Capacity

Day 15-30

Offer discounted pre-payment for future work. Brings cash forward.

- > Identify clients who will need your services in the next 3-6 months
- > Offer a 10-15% discount for pre-payment
- > Create simple pre-payment agreements
- > Focus on your most loyal and financially stable clients
- > Expected revenue: \$5K-\$15K

TOTAL EXPECTED INJECTION: \$20K-\$60K IN 30 DAYS

Results vary by business size, industry, and current state. Execute all 5 steps for maximum impact.



THE WEEKLY 5-NUMBER DASHBOARD

Stop checking your bank account and hoping for the best. These 5 numbers, reviewed weekly, give you complete financial visibility in under 10 minutes.

1. CASH IN BANK

Your current available cash balance. Not projected, not receivable -- actual cash you can spend today. Review every Monday morning before anything else.

2. REVENUE THIS WEEK

Total revenue collected (not invoiced) in the last 7 days. Track the trend week over week. Is it growing, flat, or declining?

3. ACCOUNTS RECEIVABLE

Total outstanding invoices. Break down by 0-30, 31-60, and 60+ days. Anything over 60 days needs immediate action.

4. BURN RATE

Your total monthly expenses divided by 4. This is what it costs to keep the lights on each week. Know this number cold.

5. RUNWAY

Cash in bank divided by monthly burn rate. This is how many months you can survive at current spend with zero new revenue. Target: 3+ months minimum.

PROFIT FIRST INSTALLATION

The Profit First system ensures you pay yourself and build reserves before expenses eat everything. It is simple, proven, and transforms how you think about money in your business.

The Revenue Split

Every dollar of revenue gets allocated into 4 accounts on the 1st and 15th of each month:

OPERATING EXPENSES	50%	Everything it costs to run the business (payroll, rent, etc.)
OWNER PAY	20%	Your salary. Non-negotiable. You built this business for yourself.
PROFIT	15%	Quarterly profit distribution. This is your reward for building the business.
TAX	15%	Set aside for taxes. Never get surprised by a tax bill again.

Start with your current percentages and adjust toward these targets over 6-12 months. The key is starting the system, not hitting perfect numbers on day one.



CRISIS SCENARIOS

Different runway levels require different responses. Know which protocol to activate based on your current situation.

30-DAY RUNWAY: Emergency Protocol

SEVERITY: CRITICAL

You are in survival mode. Execute all 5 steps of the Cash Injection Protocol simultaneously. Cut all non-essential expenses immediately. Contact every client about prepayment options. Consider emergency funding only as a last resort. Your only job for the next 30 days is generating cash.

60-90 DAY RUNWAY: Stabilization Protocol

SEVERITY: URGENT

You have breathing room but not much. Execute the Cash Injection Protocol over 30 days as designed. Install the Weekly 5-Number Dashboard immediately. Begin the Profit First system with conservative allocations. Focus on revenue stabilization and expense reduction simultaneously.

6+ MONTH RUNWAY: Growth Protocol

SEVERITY: STABLE

You are in a strong position. Install the Profit First system at target percentages. Build toward 6-month cash reserves. Focus on revenue growth and pricing optimization. Use the Weekly Dashboard to maintain visibility and catch problems early. This is where you shift from survival to scaling.

Cash Flow Is the Oxygen of Your Business. Let's Make Sure You Never Run Out.

Take the next step toward building a business that runs without you. Apply for your complimentary Strategy Audit today.

APPLY: theaceblueprint.com/apply.html

CALL: calendly.com/theaceblueprint/30min

12 operators per quarter. Intentionally.

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