



WHERE DID
THIS NUMBER
COME FROM?

**A HustlerPreneur's Guide
To Mastering the Art To
Financial Success!**

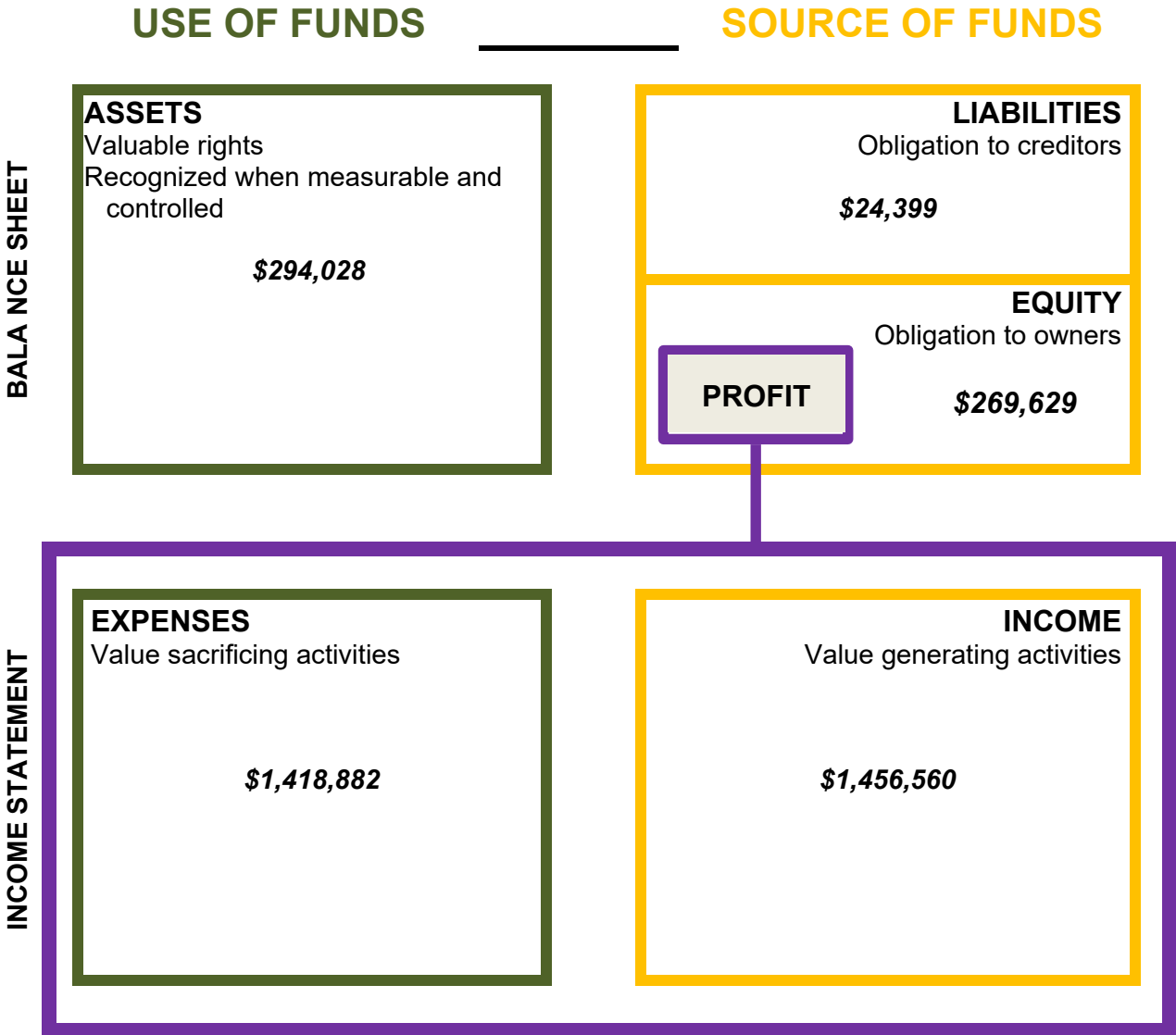
BY

Online Business Concierge

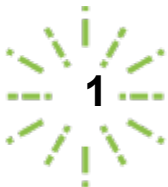
Powered by Coloring Accounting™

BaSIS Framework™

BaSIS = Balance Sheet + Income Statement



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Bankers typically do not give loans to business owners who cannot easily explain their company's financial position.

Your business (current or future) financial statements tells (reports) your business story.

Is YOUR business's financial statements an accurate reflection of YOUR business story?

A ASSETS At, Date CoName had assets totaling \$ in use for the purpose of generating a return for a return for the owners (shareholders).

L LIABILITIES partially funded those assets with \$ of debt which equates to % of the total asset value.

E EQUITY The remaining portion (%) of the assets in the amount of \$ was funded by CoName Owners (shareholders).

INCOME In , CoName generated value for its owners (shareholders) by \$ sales revenue. generating

EXPENSES In order to deliver those sales, CoName consumed value by utilizing \$ of resources as expenses (including taxes).

PROFIT (LOSS) Resulting in net value generated of \$ which is reflected as profit within the \$, retained earnings of which takes into account a dividend payment of \$.



LEARN to USE financial reports for BETTER decisions, BETTER results, more communication and GREATER engagement!

The financial statements present the business’s story to the business owner, auditors, lenders, as well as potential investors. It behooves the business owner to know how money works, where it lands or leaves, as well as the various classifications its revenue takes within the business.

Inside DISCOVER how a business story is shaped from one’s Balance Sheet and Income Statement; herein, referred to as the BaSIS Framework.

This “book” is also the introduction to the information taught in the **Color Accounting Workshop**.

In the **Color Accounting Workshop**, the attendee discovers 10 times the learning of traditional finance for non-financial managers courses. This is because it uses a patented breakthrough new way of learning called Color Accounting. Color Accounting is Visual, Hands-On, Language-Focused, Fun (by learning with others who all have a similar level of understanding, you will learn together and support each other) and its PROVEN!

Color Accounting is used by some of the most famous organizations in the world from Goldman Sachs to the United Nations and the International Finance Corporation. The workshop covers Balance Sheets, Income Statements, Funding strategies, Cashflow, and financial communication and pitfalls.

In the **Color Accounting Plus Workshop** the attendee acquires the additional skills of applying Break-Even Analysis and the preparation of their business’s Cashflow Projection combined with using Online Business Concierge’s custom designed P&L worksheet/software.

Example of classroom learning activity.

1	Jan 31: Borrow money from lender – into business bank account.	1 Post to account: Amount: \$20,000	1 Post to account: Amount: \$20,000
2	Jan 31: Owner contributes funds— put into business bank account. Not a loan.	2 Post to account: Amount: \$120,000	2 Post to account: Amount: \$120,000
3	Jan 31: Buy and install equipment from ZZZ Suppliers. They allow us 30 days to pay.	3 Post to account: Amount: \$10,000	3 Post to account: Amount: \$10,000



Strong, determined, empowered are some of the words that sets Sandra K. Lynch apart from other people. She’s a Color Accounting educator that has a wide variety of talents that includes being an articulate public speaker, engaging communicator, facilitator, business leader, professional bookkeeper, educator, and author. She is skilled in respecting people of diverse backgrounds and ages.

Lynch’s hustling experiences includes overcoming challenges that is exemplified with graduating with numerous Associates of Art degrees at the age of 49 and then in her late-60s overcoming the stigma of a “federal felon” by restarting her life with the mission of empowering HustlerPreneurs with financial knowledge designed to increase their revenues and profits so that they can have complete clarity to build the business of their dreams!

Additionally, Lynch is a mother, grandmother and a determined visionary leader!