

About the *Finance Without Fear Business Forecasting Workbook*

In order to build a profitable business, it's critical to understand how much cash is needed to start the business, how much cash is needed to grow the business, and how much cash is needed each month to operate the business.

The *Finance Without Fear Business Forecasting Workbook* provides a series of hands-on tools to forecast the cash needs and financial operations of a business.

The *Finance Without Fear Business Forecasting Workbook* explains how to estimate start up expenses; project sales and revenue; determine how much cash is needed for operations and growth; evaluate the impact of changes in price, units, and margins; and develop financial projections for a business plan.

The Finance Without Fear Business Forecasting Workbook includes access to the Business Forecasting Model *and* fully integrated financial models for a sample manufacturing company, retail store, and professional service business.

If you are planning on starting a business, or plan to grow an existing business, the tools and model in this workbook will help you create a profitable business.

