



5 Financial Mistakes You're Making in Your Business (and How to Fix Them)

Get clarity, take control, and grow with confidence.

**Focus
&
Conquer**
WHERE FOCUS MEETS
ACHIEVEMENTS

By Focus & Conquer



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INTRODUCTION

Let's be real — most small business owners are amazing at what they do...

but not when it comes to managing money.

I know this because I've been there.

Confused. Avoidant. Constantly guessing.

These 5 mistakes are incredibly common — and dangerously expensive.

But once you recognize them (and fix them), you unlock clarity, peace of mind, and growth.

Let's dive in.

MISTAKE #1: Not tracking your cash flow

The problem:

You're working hard — maybe even making consistent sales — but you still feel financially lost.

That's because you're missing the most important metric in your business: cash flow.

Cash flow isn't about profit. It's about timing. Knowing what's coming in, what's going out, and when.

Why it matters:

A business with no cash flow clarity makes impulsive decisions, misses opportunities, and risks running out of money at the worst time.

How to fix it:

Create a simple weekly habit: every Monday morning, review your income + expenses from the past week.

Focus on just 3 numbers:

-  What came in
-  What went out
-  What's left

 **Pro tip: Don't wait until the end of the month — that's too late. Clarity is weekly.**

MISTAKE #2: Mixing business and personal money

The problem:

You're paying groceries and business tools from the same account. You “think” you’re earning \$3K/month — but you can’t prove it.

This mess makes your finances harder to manage, taxes more stressful, and business growth nearly impossible.

Why it matters:

You need to know how your business is performing — separate from your personal life.

Otherwise, you’re just guessing.

How to fix it:

Open a dedicated business bank account. Even if you’re a solo entrepreneur.

Route all income + expenses through it.

 **Pro tip: Use a budgeting tool that connects only to this account — so you always know where your business stands.**

MISTAKE #3: No plan for taxes

The problem:

You're getting paid, spending freely... and then panicking when the tax bill hits.

Or worse: you're avoiding taxes altogether because it feels overwhelming.

Why it matters:

Taxes are not just about compliance — they affect your cash flow and mental peace.

Planning ahead puts you in control.

How to fix it:

Automatically transfer 25–30% of every payment you receive into a “tax savings” account.

Track your quarterly income so you can estimate payments and avoid surprises.

 **Pro tip: Label that account with something empowering like “Future Freedom Fund” — and don't touch it for anything else.**

MISTAKE #4: No budget for growth

The problem:

You know your revenue — but you don't know where it should go.

You're reacting to expenses instead of planning them.

Why it matters:

Without a budget, it's easy to overspend on shiny tools and underinvest in what actually grows your business.

How to fix it:

Create a monthly budget plan with intentional percentages. For example:

- 50% → business essentials
- 20% → your CEO salary
- 20% → growth (ads, tools, education)
- 10% → savings or emergency fund

 **Pro tip: Review this budget at the start of every month and adjust based on last month's real numbers — not wishful thinking.**

MISTAKE #5: Avoiding numbers out of fear

The problem:

You tell yourself “I’m just not good with numbers” or “I’ll check them next week.”

That avoidance builds shame, confusion, and financial instability.

Why it matters:

Avoiding your numbers means avoiding the truth — and you can’t lead from that place.

You need awareness before you can make empowered decisions.

How to fix it:

Build a weekly routine:

Sit down with your numbers, even for 10 minutes.

Look at income, expenses, cash flow, and open invoices.

No judgment — just data.

 **Pro tip: Make it enjoyable: light a candle, play a calm playlist, grab a coffee. Turn “Money Time” into a ritual that grounds you.**

My Weekly Financial Clarity Routine

(10-Minute CEO Money Ritual)

When:

Pick one day and time that feels calm and consistent.

Example: Mondays at 9am with coffee ☕ or Fridays before closing the week.

Step 1: Open Your Financial Dashboard

- Check current account balance
- Open your weekly cash flow tracker

Step 2: Review Incoming Payments

- Total income this week
- Pending invoices or sales
- Was it above/below expectations?

Step 3: Track Expenses

- Fixed expenses that were paid
- Variable expenses (tools, marketing, freelancers, etc.)
- Any surprise charges?

My Weekly Financial Clarity Routine

Step 4: Analyze Your Cash Flow

- What came in
- What went out
- What's left over
- Are you still on track?

Step 5: Reflect & Adjust

- Is there a category you overspent in?
- Can you cut or pause anything?
- Is there room to invest in growth next week?

✨ Optional Bonus:

- Transfer money to tax savings
- Pay yourself (even a little)
- Write down 1 money win of the week 🎉

♥ Note:

This isn't about being "perfect with money."

It's about showing up — with clarity and intention — for the business you're building.

Start here. Keep going.