

RED FLAGS IN YOUR BOOKKEEPING



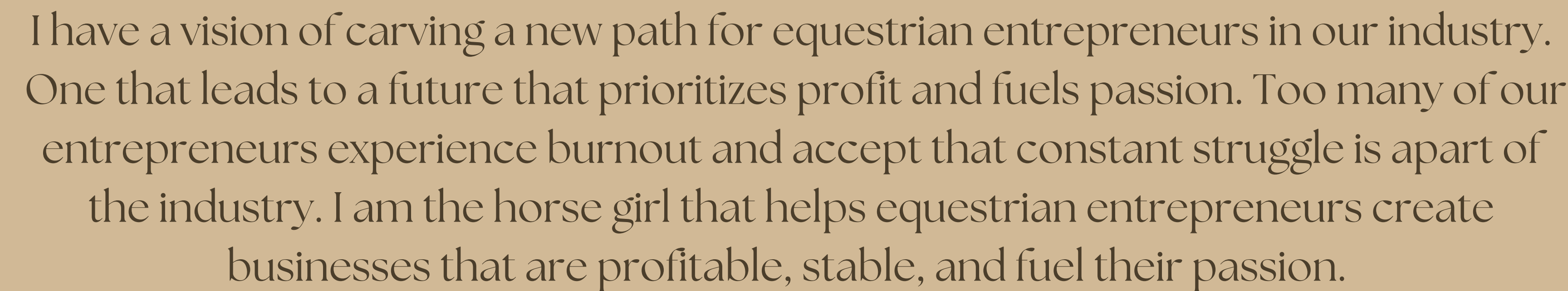
EQUESTRIAN ENTREPRENEUR

IT'S TIME TO LEAVE THE BROKE HORSE-GIRL STORY BEHIND.



We are horse girls. Shovelling shit is high on our skill list. From the first time we enter the barn, we are continuously learning how to be a better equestrian.

Our coaches teach us how to sit a buck, find the perfect distance, to always put the horse first.
No one teaches us how to build a business in an industry that doesn't prioritize profit.



I have a vision of carving a new path for equestrian entrepreneurs in our industry. One that leads to a future that prioritizes profit and fuels passion. Too many of our entrepreneurs experience burnout and accept that constant struggle is apart of the industry. I am the horse girl that helps equestrian entrepreneurs create businesses that are profitable, stable, and fuel their passion.



This resource, if implemented will identify areas in your business that are raising red flags.

Red flags create anxiety, you are always worrying about the taxman.

Red flags create inaccurate financial data, you are wondering where the profit is and daydreaming of the day you can pay yourself.

This is a course map to eliminate those red flags and build your CEQO skills.



How to use:

- 1) Analyze each red flag individually.
- 2) Act on the solution.
- 3) Reflect on the impact.
this will motivate you.
- 4) Continue to become a better equestrian entrepreneur.



Messy and mixed bank accounts

Starting off with the biggest red flag, mixed bank accounts.

If you're mixing your personal and business finances within one bank account, it is going to be messy and you're giving tax agencies opportunities to question your records.

Let's fix this: open a business bank account.

RBC has a fantastic low-cost solution and integrates best with Quickbooks Online.

Easy steps to clean bank statements:

1. Register your business with your provincial government.
2. Book a bank meeting with your local branch.
3. Bring your business registration, and personal identification to appointment.
4. Ask for a business bank account with an operating and savings account.

Outcome: Less opportunity for tax agencies to raise questions and feel more secure in your finances.



Payments without invoices

A common problem I've seen in my 40+ training sessions with equestrian entrepreneurs is there is are invoices. Just because your client doesn't want to know how much they spend on their horse, doesn't mean the tax agency will overlook your business not meeting compliance.

Solution: use an accounting software and create invoices for every transaction.

Information you need to collect:

1. Invoice Date; the day you provide the service is your invoice date.
2. Client Information: name, contact information, location
3. Service: Provide information on the service provided.
i.e. Equestrian Bookkeeping Training Session.
4. Cost and Quantity: Include the cost of the service and how many are to be purchased.
5. Business Number; it is a great habit to include your business number on your invoice, but is mandatory if you're charging sales tax.



You're not making profit

If you're not making money, you're not running a business. You're a hobbyist.

Obviously tax agencies don't expect you make money right out of the starting gate but if you continue to operate at a loss, they're going to question it.. and so should you.

Let's make money: you need to consistently maintain your books, review them and make changes to your sales and expenses.

Two ways to fix this:

1. Review your expenses and cut unnecessary costs.
2. Increase your prices

You cannot save your business by charging more for your services, your top and bottom line need to work together.

A woman with long, wavy hair is shown in profile, looking upwards. She is wearing a white lace cardigan over a dark top. In the background, a hand is holding a wooden sculpture of a horse's head. The overall scene is dimly lit with a warm, brownish tint.

**you're an equestrian entrepreneur who
wants to leave an impact on the industry
that raised, built, and broke you. you're over
the broke horse girl story and are ready to
step into the CEQO role.**



It's time to be a balanced horse girl..

You can fix these three red flags and take strides to becoming the balanced horse girl you deserve to be.

As an equestrian entrepreneur you'll have to step into your CEQO role to build a business that allows you to reach those big scary dreams. Entrepreneurship isn't easy, it isn't always sexy, but it is always worth it. We didn't learn how to jump our first lesson on horse back, we learnt the foundations built on them.

It's time to show up for yourself and do the work that will create a profitable and stable business.

The next page has an exclusive offer for equestrian entrepreneurs who are craving that balanced horse girl life and know they can step into their CEQO role with some guidance and accountability.

CEQO Mentorship



This is a monthly program that will encourage you to build a business that allows you to fully embody your horse-girl dreams and live a life of purpose and passion. The bridge between day-dream and reality.

A business mentor for equestrian entrepreneurs to receive guidance through the wild ride of building a business. As your mentor, I bring my knowledge of bookkeeping, business analysis, and branding to guide you in creating profit in a way that creates an impact on your life and our industry.

I don't appreciate fluff unless it's in the footing I land on after falling off. We will identify red flags, bottlenecks, and inefficiencies that are holding you back from that CEQO cheque.

You can have it all. Time in the barn, the ability to set boundaries and a business that supports your ideal life, both energetically and financially.

Ready to step into the CEQO ring?

Head to my website to submit an application.

No matter the season you're in as an equestrian entrepreneur the best time to start prioritizing profit is now. During our calls you will discover strategies to leverage your financial data for growth.

Thank you,
for your time and your trust.

I want to celebrate your progress.
You've invested time into yourself as a
CEQO with this resource in hopes of making
an impact on your business.
I would love to read what you've learnt from
this resource and share your progress, the
hype is always free.

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