

12 | 🎮 The Nice Guy Is Killing Your Cash Flow

Let's cut to the chase: **Cash Flow is your business's oxygen.**

No oxygen? You're done. Doesn't matter how great your product is, how cool your brand looks, or how many followers you've got. **No cash = no business.**

So why do so many smart business owners end up gasping for financial air?

Because they're being **too damn nice.**

📊 The Forgotten Report

Most owners can recite their P&L or balance sheet stats in their sleep. But the **Statement of Cash Flow**? Crickets.

Here's a quick breakdown:

- **P&L** = Profit snapshot (Did we make money?)
- **Balance Sheet** = Health check (What do we own vs. owe?)
- **Cash Flow Statement** = Are we going to survive the next 30 days?

Think of profit like food—you can go without it for a bit. But cash flow? That's your oxygen. And if it stops, your business suffocates fast.

👤 Enter: The Nice Guy Syndrome

Here's how it plays out:

- You give a friend a job they don't deserve 🧑💼
- You pay yourself more than the business can afford 💰
- You extend credit to risky customers because you "believe in them" 🙏

All noble... but also completely irresponsible if your business can't handle it.

Your company doesn't care about your feelings. It cares about **staying alive.**

🚨 Warning Signs of a Cash Flow Crisis

- You're robbing Peter to pay Paul
 - You "hope" new sales will fix things (they won't)
 - You're ignoring collections
 - You're still holding onto Nice Guy decisions from years ago
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Shift Your Thinking: Profit ≠ Cash

Here's the trap: You close a big sale. Congrats!

But that sale comes with:

- Delayed payments
- Higher inventory
- Increased labor

Suddenly, you're floating expenses without incoming cash. And just like that, your "success" creates a cash crisis.

The Smart Fix: Become a Cash Flow Hawk

1. Separate Personal Desires from Business Decisions

- Pay yourself responsibly
- Be generous with *your* money, not the business's

2. Get Serious About Collections

- Weekly A/R meetings
- No more excuses, no more delays

3. Cut Costs Ruthlessly

- Audit every line item
- Renegotiate terms with vendors
- Offer quick-sale discounts to reduce inventory

4. Meet With Your Accountant

- Review cash flow: past, present, future
 - Create monthly projections
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The Golden Rule of Cash Flow

Cash is real. Potential profit is a fantasy.

That “big deal” on the table? If it drains your cash, **it’s not worth it**. Wait until you’ve got extra profit to roll the dice. Until then: stay lean, stay liquid, stay smart.

Roadblocks to Watch For

1. Guilt from Past Decisions

- Let it go. Own the mistake. Fix it.
- You’re not stuck—you’re in charge.

2. Addiction to Sales Over Collections

- Chasing deals is sexy. Collecting checks is survival.
 - Discipline beats dopamine.
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Reflection Question

Where has “being nice” cost your business cold, hard cash?

4-Question Quiz

1. How often do you review your cash flow statement?
 - A) Weekly
 - B) Rarely or never
2. Have you made at least one “Nice Guy” decision that hurt your finances?
 - A) Yep
 - B) Nope

3. Do you have a structured collections process?

- A) Yes
- B) Not really

4. Are you confident you can cover 60 days of operating expenses?

- A) Absolutely
- B) No idea

👉 Mostly B's? Time to tighten up.

Business Coach Wrap-Up

Running out of cash isn't just a financial issue—it's a leadership one.

If your business can't breathe, it doesn't matter how good your intentions are. Drop the Nice Guy act. Lead with clarity, discipline, and reality.

Because when the cash flows, so does everything else.

👉 Got a "Nice Guy" moment you need help fixing? Email Bob@coachfirm.com

Helpful Resources:

Download the worksheets associated with this lesson: Nice Guy Decision Worksheet & The Lag Effect

Nice Guy Decision Worksheet

List a few of your past Nice Guy decisions and their effect on your company:

Description of Nice Guy Decision: _____

This decision was: ☐ Good for business ☐ Bad for business

This decision negatively affected cash flow: ☐ Yes ☐ No

I can remedy the situation by: _____

Description of Nice Guy Decision: _____

This decision was: ☐ Good for business ☐ Bad for business

This decision negatively affected cash flow: ☐ Yes ☐ No

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The Lag Effect

