



A BRANDABLE SAMPLE GUIDE

The Monthly Cash Check

A calm, practical way to prepare for a clearer conversation about cash.

MADE FOR

Independent founders who want a simple monthly reflection, without pretending one checklist can replace their own records or professional advice.

A short guide by Maya Chen · Fictional finance coach

A FICTIONAL BRANDABLE SAMPLE

Start with what you know

This check-in is a way to notice questions early and decide what to look at next. It does not forecast your business or tell you what financial decision to make.

THE AIM

Leave with one useful question, one source to check and one next action. You do not need perfect numbers to begin.

01 Gather the picture

Use the records you already rely on. Keep the period consistent so you are comparing like with like.

- Choose the month you are reviewing and note its start and end dates.
- Open the current records you use for cash, invoices and expected bills.
- Mark anything you are unsure about; do not fill gaps with a guess.
- If another person maintains the records, note what you need to ask them.

A helpful prompt

WHAT CHANGED SINCE LAST MONTH?

List up to three changes you can point to in your records. Separate what you observed from what you think caused it.

02 Look for a pattern

Use these prompts to guide a short review. They are questions, not benchmarks; your context matters.

- Which expected payments arrived, and which are still outstanding?
- Which bills or commitments are due before your next check-in?
- Did a one-off event make this month look different from a typical month?
- What information is missing before you can explain the change?

KEEP FACTS AND QUESTIONS APART

Fact: "Two invoices are still marked unpaid in our tracker."

Question: "Do I know when those payments are expected?"

03 Choose one next step

Pick an action that makes the next conversation easier. Keep it specific and within your control.

- Confirm one uncertain date or amount with its source.
- Ask your bookkeeper or adviser to explain a line you cannot interpret.
- Update a record that is out of date.
- Schedule the next check-in and note who should join.

Your next conversation

Use this page to turn your notes into a clear question for the person who supports your finances.

What I noticed

OBSERVATION

Write one change you can point to in your records. Keep it factual.

WHAT I STILL NEED TO UNDERSTAND

Name the missing detail or question.

MY NEXT STEP

Choose one action, who will take it and when you will check back.

Before you share

- Remove private account details that are not needed for the conversation.
- Check all figures and dates against your source records.
- Ask a qualified professional for advice about your specific situation.

A fictional sample created to show the shape and tone of a Brandable Lead Magnet. The routine and wording are illustrative, not financial advice and not client results.

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