

The Business Isn't Doing as Well as I Hoped... Now What?

What You May Need to Do

- **Look at your numbers honestly.** Start by checking your income, expenses and cashflow. Knowing exactly where you stand can help you spot the areas that need attention and stop things from spiralling.
- **Review what's working and what isn't.** Are some products or services no longer profitable? Are certain clients draining your time? It's okay to let go of things that aren't serving the business.
- **Cut unnecessary costs.** Review software subscriptions, supplier costs and spending habits. Even small savings can make a difference over time.
- **Reach out sooner rather than later.** If you're struggling to pay suppliers, HMRC or meet bills, don't bury your head. There are options like Time to Pay, funding or restructuring support that can ease the pressure.
- **Talk to someone you trust.** It's easy to feel isolated in business, but you're not alone. A chat with your accountant, mentor or another business owner can help you see things more clearly. An insolvency practitioner can also help. It doesn't mean your business has failed. They can work with you to explore recovery plans and keep the business going.
- **Revisit your goals.** Maybe the business needs to pivot. That's not failure - it's strategy. What do you actually want from your business now?

How I Can Help

I can:

- Review your numbers and help you understand what's going on
- Spot trends or areas that may be holding the business back
- Suggest practical actions to improve cashflow and reduce stress
- Support you through changes, whether that's restructuring, simplifying or scaling back

Easy Mistakes to Avoid

- ✗ Burying your head and hoping things will turn around on their own
- ✗ Avoiding financial reports because they feel overwhelming
- ✗ Waiting too long to ask for help
- ✗ Letting pride get in the way of practical decisions
- ✗ Thinking that adjusting or downsizing is a failure

Need a hand?

You don't have to have it all figured out. Sometimes things just need a fresh set of eyes, a new perspective and a bit of support. I'm here if you're ready to talk things through.