

# Guide to Going Beyond Gut Instinct With Your Business Financials



# Your Financials + Lawhorn CPA Group Insights = Maximum Business Potential

Don't keep making decisions in the dark. Without the right metrics, things can get messy fast. Cash flow surprises catch you off guard. Growth opportunities slip by unnoticed. Spending creeps up without anyone realizing it.

Stop being reactive, start being strategic so and your business stops feeling harder than it should be.

Contact the Lawhorn CPA group team, the changes will be immediate. You gain visibility into your business. You make smarter, faster decisions. You increase profitability. You grow with intention. And you finally feel confident and in control of your financial future.

Running a business can feel like navigating a dense, unforgiving jungle. You are moving fast, reacting to problems, juggling responsibilities, and trying to keep everything moving forward. In the chaos, clarity slips away. You lose sight of what is actually happening financially. You start relying on gut instinct instead of grounded insight. And the business becomes harder than it needs to be.

Lawhorn CPA Group helps you step out of that fog. Instead of flying blind, you gain clear, essential financial intelligence that shows you exactly where your business stands and what it needs next. With the right numbers, interpreted the right way, you unlock peace of mind and a new level of control.

As you move through this guide, ask yourself the following questions. Your answers will reveal whether you are running your business with intention or relying on instinct.





## Do you know how much cash you actually have on hand

Cash flow is the lifeblood of your business. Without a clear picture of what is available today, this week, and this month, you cannot make confident decisions about spending, hiring, or growth.

---



## What is your average profit margin

Profit margin tells you how efficiently your business turns revenue into actual earnings. If you do not know this number, you cannot evaluate pricing, cost structure, or long-term sustainability.

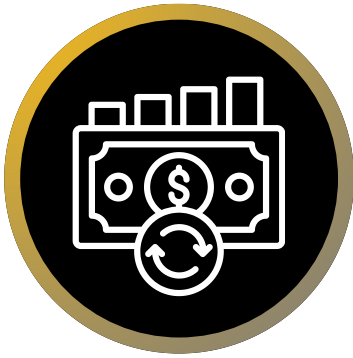
---



## What is your true cost of labor

Labor is often the largest expense in a business. Understanding the full cost of your team, including taxes, benefits, and overhead, is essential for accurate pricing and staffing decisions.





## Do you know your monthly break-even point

Your break-even point tells you exactly how much revenue you must generate before you make a single dollar of profit. Without it, you are guessing your way through planning and forecasting.

---



## Are you tracking your real overhead costs

Overhead quietly erodes profitability when it is not monitored. Knowing what it truly costs to keep the business running gives you the power to make intentional, strategic adjustments.

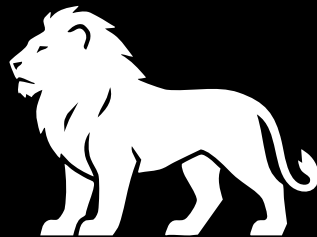
---



## Do you know which products or services are actually profitable

Not everything you offer contributes equally to your bottom line. Some services carry your business. Others drain it. Knowing the difference is essential for sustainable growth.





When you move beyond gut instinct and start grounding your decisions in clear, accurate financial insight, everything changes. You gain confidence. You gain control. You gain the ability to steer your business with intention instead of reaction. Lawhorn CPA Group gives you the clarity you need to stop guessing and start growing. With the right numbers, interpreted the right way, you can build a business that is not only successful but steady, scalable, and aligned with the future you want to create.

