



The Limitless Women Podcast How to Love Your Numbers

Want to skip head? Episode Highlights

- [00:27] Find out from Laura what will be covered in today's episode!
- [00:45] Listen to what Laura means when she says "Money loves clarity!"
- [01:20] Laura shares why the first thing to learn is what your numbers are and how to track them.
- [02:17] Laura discusses how getting help for taxes and small business deductions may be the route for you.

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Thanks for listening to the Limitless Women Podcast. This episode is an excerpt from a video series on business tips I created for you. If you find this valuable and want to have a deeper, longer training, visit the Limitless Women YouTube channel, subscribe and check out the rest of the series.

Would you love to learn how to love your numbers? In today's video, I have some awesome tips for you to show you how.

We're fond in our world of saying money loves clarity. What do I mean by that? When we feel like money is difficult or it's overwhelming or challenging, chances are we're just in a place where we're looking at something we're not understanding. What's super powerful for you as a business owner and then also as an individual is to get clear that numbers are simply numbers. Money is here to work for you and to work with you, not to work against you, and your purpose in the work that you're doing is not to work just for money. What I want to give you is some ideas about how to have money be the easy part.



The first is that I want you to learn what your numbers are and how to track them. Now, this sounds like again, for some people who haven't done it before, a far out concept, but there are lots of tools available today. You know you have a bank statement. What you want to start looking at is what's coming in and what's going out. For years, I've run my companies using Quicken. Now, they call it Mint. It's a super simple program. I think it cost like \$39 a year, if that, and what it does is it helps you track what's coming in and what's going out. You want to as a business owner learn what to categorize that's tax deductible and it doesn't have to be complicated. If this is an area where you're completely uncomfortable and you don't want to look at it, who can help you with this? This is your million-dollar distinction. Find a local bookkeeper that will work with you inexpensively to help you just get things on track so you can keep track.

I'm including for you here today 20 of the most common deductions that most small businesses receive in the developed world. Now, I'm not giving you legal advice. I'm not giving you accounting advice, so make sure you check this out with your local professionals, but I think it's important for you to know that the benefit of being an entrepreneur is that we actually pay taxes after we take our deductions. Most people that have jobs get their paycheck, their taxes come out and they get to have what's left over. As business owners, we get the opportunity to have our revenue come in, learn what's legally deductible that the government is giving us an opportunity to write off, and then we only pay taxes on what's left.

When you start to understand the system, you start having the system work for you. All of a sudden, all the feelings about what money is and what it isn't go into a different direction. Money is simply here as a form of energy to help you have what you want, but you have to make friends with it first, so learn how to track your numbers, learn how to pay attention, get some help. If you don't know how to do that, here's a first step for you. Here are some common deductions that I think can help you, and understand that again, you've got this. My favorite thing is when I meet someone who comes to me and they're overwhelmed around this conversation and then they learn to love their numbers. I want money to be working for you and I can't wait until you love your numbers too.

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[MC] Did you know that Limitless Women offers an online community, a premiere business school and annual live events? Find out what Limitless Women has for you at LimitlessWomen.com.