



Judi Otton

Business Finance in Plain English

Audience

Judi's presentations are perfect for small business owners and anyone in business responsible for improving profitability. Her presentations are engaging, informative and actionable, with tips and techniques that can be applied immediately with great results. Judi does a fantastic job explaining complicated concepts in a way that is easy to understand. **Her mission is to make**

business finance accessible to everyone.

Topics

The Profit Drains: 10 ways money is leaking out of your business (and what to do about it!)

- Is your business as profitable as it could be?
- Do you know where all of your revenue is going?
- Are you working harder and not taking home any more money?

If this sounds at all familiar, you need to join us for The Profit Drains. Learn how to build the business you've always dreamed about and gain the peace of mind that comes from knowing your business is healthy. You will learn:

- The 10 most common Profit Drains; and how to fix them
- The three must have tools to keep your business profitable

The Moneymaker's Mindset – How your limiting beliefs around money are affecting your business success

As small business owners, our days are filled running daily operations, pursuing new business development, and managing our team. We often generate growth by the seat of our pants. You would think all of this would result in great success, but it's not enough. Have you ever felt that something was holding you back? **If so, The Moneymaker's Mindset is for you!** You will learn:

- How beliefs about money run your life (and your business)
- What personal beliefs of yours are holding you back from greater business success
- Five powerful techniques to rid yourself of the thoughts and beliefs that are keeping you from the success you want and deserve!

Topics (continued)

The Basics of Business Finance

Want to create a business (or even a project) that makes money? Learn a few simple techniques to planning your business (or project) for maximum success. This talk is perfect for schools and aspiring entrepreneurs.

Here's what participants are saying

"Enlightening - thought provoking"

- Bruce
Sayward,
Southingt
on, CT

"If you know where your money is, you can make better business decisions"

- Maureen
Jacobson,
Valhalla, NY

"I loved the interactive seminar ... thoughtful and engaging slides and handouts"

- Alison
Held,
Westport,
CT

Here's what Clients have to say

"...I estimate that the money we have spent on her services has returned to us tenfold."

- Greg Catalano, Hamden, CT

About the Presenter

Judi Otton is the founder of GrowthCast, a company dedicated to helping small business owners manage their cash flow, maximizes their profits, and ensure the financial aspects of their business are all in order.

As a business owner for over 12 years, Judi's developed both tools and techniques to streamline the all-important (but not always the favorite) task of financial management. With a background in engineering, as well as an MBA, she loves the numbers and process side of business and combines this to help other small business

owners feel more in control of their finances. She can be reached at Judi.Otton@Growth-Cast.com or (203) 592-2414.

