

Small Business BULLETIN

Growing The Bottom Line

by Alice Bredin

(NAPSA)—Key to managing cash flow is seizing opportunities to save. Consider these tips:



A business that's careful with its money has more to spend on expansion, salaries or bonuses.

- *Review expenses regularly* to ensure you're spending in the right places. This can also help you identify good deals for services or vendors.

- *Consider outsourcing* for specific tasks. Using experts on projects can improve turnaround time and overall quality, resulting in fewer, costly revisions and expensive project management headaches.

- *Take advantage of discounts* from trade groups, business associations and credit card companies. For example, OPEN: The Small Business Network from American Express offers automatic discounts when you use its charge or credit cards at Staples, FedEx, Kinko's and others.

- *Encourage employees* to look for savings opportunities.

- *Find more free business advice* at www.open.americanexpress.com.

Alice Bredin is a small business expert and successful entrepreneur who has spent more than a decade running BBI, a consulting company that helps large companies market to small business. She is also a well-known author and columnist on small business issues.