

# DANIELLE HENDON

Danielle Hendon is the founder and owner of 4 Corners CFO, a firm offering financial advisory services to small business owners on a scale that fits their company and budget. Coupling her decade of experience in corporate finance and accounting with her passion for small business owners, Danielle brings the benefit of “big business” financial analysis to entrepreneurs. Now, instead of helping corporations increase share price, Danielle gets to help business owners increase their personal livelihoods so they can leave a legacy and lasting impact on their community.



## General Topics

- Using business debt instead of drowning in it
- Big business financial strategies for small business owners
- Putting more profit in your pocket
- Are you financially ready to hire?
- How to recession-proof your business

## Featured On



## Sample Questions

- Why do businesses need to be ‘bankable?’
- What’s the difference between using debt and drowning in debt?
- How can business owners create safety nets for their cash flow?
- Why are you not a fan of business owners needing to ask their CPA ‘permission’ to invest? What’s the alternative?
- What are some specific tasks that should be completed regularly to help keep business finances healthy (including the ones you can outsource)?
- What if listeners feel like ‘they’ve cut everything possible’ - what are some profit levers they can pull to increase profit margin?
- What’s your big business framework that can help small business owners generate and maintain operational profit?
- What financial information do you need to help predict the impact of hiring a new team member?