

Here are the 5 lessons for the course “**Know Your Numbers: A Business Owner’s Guide to Financial Statements.**”

You can access all of these reports in the [GlassJar Report Library](#).

Day 1 – The 3 Financial Reports You Must Understand

The Reports That Run Your Business

Whether you're selling products, services, or both, your accounting software is quietly generating reports that tell the full story of your business. Today, we start with the three core financial statements you'll want to recognize and review regularly:

1. Profit & Loss (P&L)

Your income statement. It shows what your business earned, spent, and profited over a specific period.

2. Balance Sheet

A snapshot of your company's financial position at one point in time—what you own, what you owe, and what's left over.

3. Cash Flow Statement

Where your money came from, where it went, and why your bank balance might not match your profits.

Understanding these three reports is the foundation of all financial literacy. And with GlassJar, you can generate them in seconds.

Today's Action:

Open your most recent P&L, balance sheet, and cash flow report in GlassJar. Just glance at them—we'll dig deeper tomorrow.

Day 2 – Profit Isn't Cash (and Why That Matters)

You Made a Profit... But Where's the Money?

Ever looked at your profit report and thought: *"That's great, but where's the actual money?"* You're not alone.

Here's the truth: profit and cash are not the same.

A few reasons why:

- You can record income before you receive payment.
- You can log expenses that haven't been paid yet.
- You might repay loans or buy inventory that doesn't hit your P&L at all.

That's why the **cash flow statement** exists—it explains the gap between *accounting profit* and *bank account reality*.

Today's Action:

Compare your latest GlassJar P&L to your cash flow statement. Do they tell the same story? If not, now you know why.

Day 3 – Your Balance Sheet is Trying to Warn You

Most Business Owners Skip This Report—Don't

The balance sheet isn't flashy, but it's one of the most powerful tools in your financial toolkit.

It shows:

- What your business owns (assets)
- What your business owes (liabilities)
- What's left after debts (equity)

It can reveal hidden problems—like overdue bills, maxed-out credit lines, or missing loan records. It's also how lenders and investors judge the health of your business at a glance.

 **Today's Action:**

Open your GlassJar **balance sheet** and answer these three questions:

- What's your current total liability balance?
- Is your cash balance growing or shrinking month to month?
- Do your assets outweigh your liabilities?

These answers matter more than most people realize.

Day 4 – Find the Story Behind the Numbers

Learn to Spot Trends (Not Just Totals)

Reading your reports once is good. Comparing them over time? That's when insights appear.

Here's what to look for:

- Revenue climbing, but profits stalling? Could be expenses.
- Gross profit margin shrinking? You might be underpricing.
- Recurring charges in categories that don't support growth? Time to cut.
- Net income growing, but cash shrinking? Revisit payment terms.

GlassJar lets you view reports side-by-side across months and quarters—so you can actually see what's working.

 **Today's Action:**

Pull your last 3 months of **P&L** and look for any unusual shifts in income or expense categories. Flag one area to review further this week.

Day 5 – Make Better Decisions With Your Numbers

Use Your Reports to Guide (Not Just Record) Your Business

The most successful small businesses don't just "do the books." They *use* their numbers to make decisions.

With the right reports, you can:

- Set pricing based on margin, not guesses
- Decide when you can afford to hire
- Allocate budget to the most profitable activities
- Know when to double down—and when to pull back

GlassJar gives you the numbers. This course gives you the confidence to use them.

Final Action:

Bookmark your GlassJar dashboard. Choose 3 metrics to check weekly. Your numbers won't just tell you what happened—they'll help you plan what's next.