



# COACHING PACKAGE INFO SHEET



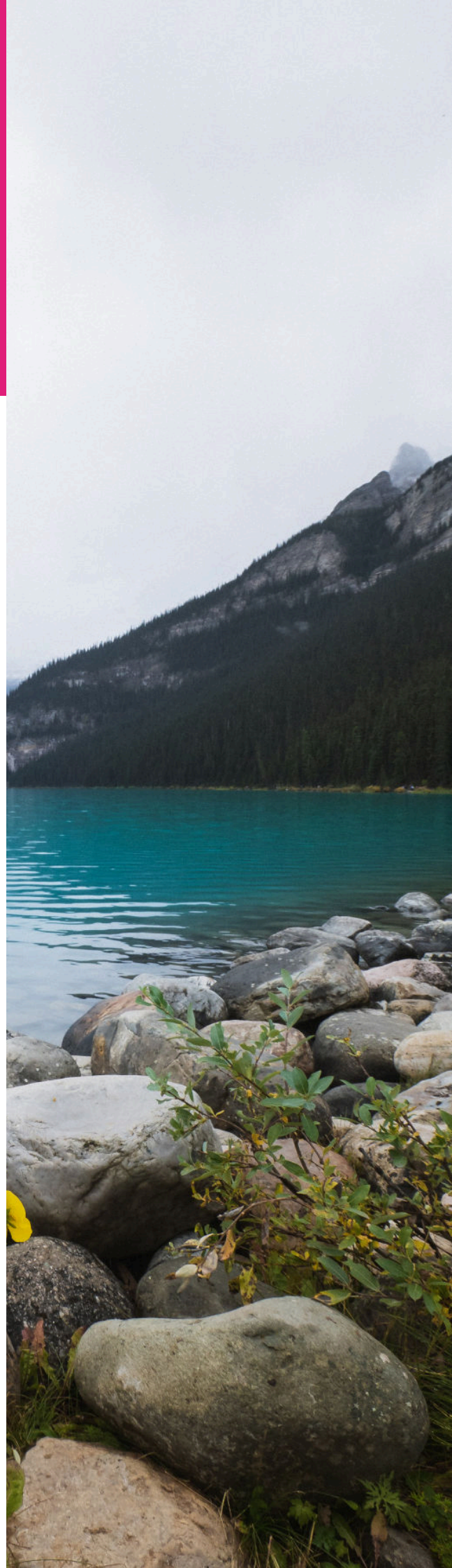
# Business Finance Coaching

## Build a Sustainable Financial Future

I've had the privilege of walking alongside hundreds of small business owners across Australia, and one thing always stands out: the heart you bring to your work. Your vision fuels your business, your energy keeps it alive, and your purpose drives you to make the world a better place. But grit alone is not enough. To keep making an impact, you need a strong financial foundation.

Financial sustainability isn't just about balancing the books. It's about having a framework that simplifies your decisions, supports your goals, and shapes the future direction of your business. When your money is managed well, it changes more than your bottom line, you gain back time, balance, and peace of mind.

You protect your wellbeing and create the space to grow a business that not only survives but thrives.





## Who This Coaching is For

- People ready to start a business and build strong financial foundations
- Startups seeking to balance investment and borrowed capital wisely
- Small business owners wanting clarity and control of their numbers
- Founders preparing for funding or scaling growth
- Purpose-led entrepreneurs tired of winging it with finances
- Leaders seeking strategic financial guidance beyond compliance



# Our Coaching Approach

This isn't about compliance, checklists or lectures. It's about clarity, structure and strategy tailored to your journey. Through coaching, you'll develop confidence with your numbers, reduce stress around money, and create intentional growth. Every session is designed around your unique goals, your stage of business, and the impact you want to create.

# Coaching Format & Details

- Weekly 60-minute one-on-one sessions (minimum of 4 to start)
- Flexible online delivery, available nationwide
- Customised sessions based on your business goals and challenges
- Ongoing email support between sessions
- Access to strategy templates, cash flow trackers, and practical tools
- Session rate: \$250 + GST per hour, invoiced monthly in advance

## What We'll Work On Together

- Cash flow forecasting to improve financial stability
- Strategic goal setting and practical planning
- Budgeting and expense management to price for profit
- Debt review, fee reduction and refinancing strategies
- Lending readiness and preparation
- Building confidence in financial reports and decisions
- Avoiding unnecessary debt and strengthening resilience
- Building your financial team (accountant, bookkeeper, adviser)



# What Clients Say

“Working with Yasmine was like having a trusted advisor and a close ally from day one. She brought empathy, clarity and integrity to what can often be a confusing process. Her involvement goes well beyond numbers—she is genuinely invested in our success.”

— **Kurt & Andrea, Business Owners - QLD**

“Since working with Yasmine, we’ve improved our cash flow, reduced overheads, and gained confidence in our decisions. She makes it easy to talk about money and always takes the time to explain options thoroughly.”

— **Grace, Business Owner - Melbourne**

“I keep returning to Yasmine because I can always count on her to deliver exactly what I need, even on tight deadlines. She consistently answers my questions and helps me understand the financial environment.”

— **Megan, Business Owner - NSW**



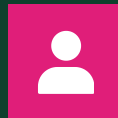


## Meet Your Coach

Yasmine Shah is a fellow business owner, licensed finance broker and business coach with over 20 years of experience across banking, credit risk, fintech and executive leadership. She has coached hundreds of business owners, from startups through to IPO, and built national networks that support women in finance. Her coaching style combines transparency, care and strategic insight—helping you turn financial stress into financial strength.

# Next Steps

To explore if this coaching is right for you, book a complimentary coaching call. Together we'll discuss your goals and map out how finance coaching can give you clarity, structure, and confidence to build the business and life you want.



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