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# Marketing email copy

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## Subject Line

Why you should prioritise cash flow management in 2022

## Preview Text

Are you stocked up and ready to go for 2022?

## Body:

Not many people have felt the impact of the last few months like business owners have.

To mitigate the risk of disruptions to local and global supply chains, and to keep up with growing customer demand, we recommend prioritising your cash flow management.

Sufficient cash flow will not only help you operate with confidence, it's also an enabler for business growth.

### **Having sufficient cash flow allows you to:**

- Replenish inventory and order enough for the coming months
- Continue to pay bills, suppliers and employees
- Increase operations as needed
- Take advantage of the right growth opportunities when they come along