How to Heal the World in Partnership with Dolphins & Whales with Anne Gordon

with Anne Gordon · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Anne Gordon has been a zookeeper, a film and TV animal trainer, a tour operator in Panama and the woman who started whale watching in Panama.

- [ ] List the work you want to do that nobody else is offering, and ask whether that gap is a business.
- [ ] Keep a budget for every program or event you run.
- [ ] Track each booking in a spreadsheet the moment it comes in: what was paid, what is owed and any special requests.
- [ ] Put a visual tracker on the wall, like a bubble chart numbered backwards, so you can see open places at a glance.
- [ ] Open a separate bank account for client deposits so they stay untouched until the event needs them.
- [ ] Use a third account for bookings taken more than a year in advance.
- [ ] Write down how you'll log bookings when you're away from your office, then update your wall charts when you get back.
- [ ] Before a big decision, ask yourself honestly whether your current path makes you happy.
- [ ] Start learning about saving and investing now, whatever your age.

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