



**BizZne\$\$ Buzz and BizZne\$\$ Watch**  
**Wednesday at 10 AM Pacific**  
**January 13th 2021: Merchant Processing AKA The Alligator Pit**

In any Small Business you have Hard Dollar vs Soft Dollar Costs to incur. One (Soft) is much more malleable as (Hard) is mostly fixed expenses such as Lease Payments, Insurances, Payroll etc. Merchant Processing is for the most part in the (Hard) category and can be frustrating as it deals with the LIFE BLOOD of any Small Business which is your CASH FLOW. Between Credit & Debit Card usage for purchasing, this function now encompasses about 95% of all sales transactions globally and the days of CASH being a matter of choice are limited at best as everything in financial services is moving to

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### Featured Guests

Guest Image

#### Cindy Masters

Cindy Masters is the CEO of OnFire Processing, LLC. Onfire Processing helps businesses to save money on their Merchant Service account. Our Motto is No Burn Just Earn. Cindy grew up in Southern California and graduated from University of Phoenix with an accounting degree. Cindy has owned a successful Insurance Agency for over 25 years and sold the business in 2007 for a quarter of million dollars. Cindy is an entrepreneur at heart and has build many companies from ground floor. Cindy has a passion to help people financially, physically, and spiritually with the most important factor is to increase the bottom line of your business. Cindy loves to work hard and play hard and show people how

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Guest Image

#### Yatta

Yatta is a partner with OnFire Processing, LLC. Yatta is a former Powerlifter that has a passion to help businesses save money. Yatta went from lifting weights to lifting the fees off of your Merchant account. Yatta has learn the skill of sign language and helps business to see the areas they might be lacking in. Yatta knows the language now to stop you from paying too much.

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