

PROFIT FIRST

BY MIKE MICHALOWICZ



IS YOUR BUSINESS A CASH-EATING MONSTER?

Are you tired of running a business that feels like it's draining you dry? I've been there. It sucks. That's why **Profit First** was created. The traditional accounting formula treats profit as an afterthought, leaving you with nothing. It's time to flip the script and take control. When something is the last priority, it is human nature to never achieve it.

FLIP THE FORMULA & CHANGE EVERYTHING

Profit First introduces a behavioral shift. By taking your profit first, you ensure your business is always profitable. This approach forces smarter decisions and eliminates waste, turning your business into a money-making machine that serves you, not the other way around. It leverages our habits; what we focus on first gets accomplished.



DON'T BE A STATISTIC – BE LIKE MIKE!

Let's face it, starting a business is freakin' hard. And most entrepreneurs live paycheck to paycheck, surviving crisis to crisis. You may be overworked, underpaid, and constantly chasing the next sale to cover rising expenses. **Profit First** tackles this head-on by creating a behavioral framework that ensures financial health, starting now. Master cash flow and you master your business.

SET YOURSELF UP TO BE PROFITABLE

Get started on the road to permanent profitability with these five core accounts:

1. **INCOME:** Where all revenue flows first
2. **PROFIT:** Your reward for owning the business
3. **OWNER'S COMPENSATION:** Your paycheck
4. **TAXES:** Set aside funds to stay ahead of what you owe
5. **OPERATING EXPENSES (OpEx):** What's left to run your business

Remember: Profit isn't the leftovers, it's your reward for building something amazing.

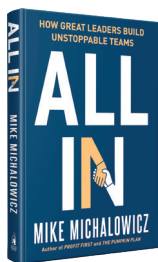


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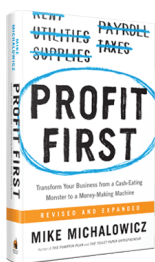
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A PROVEN SYSTEM TO BE PERMANENTLY PROFITABLE

More than 1.1 million businesses worldwide have implemented **Profit First**, and the book has sold 1 million+ copies. It's part of the **Entrepreneurship Simplified** series, the ultimate collection of books designed to help you build a business that works for you.



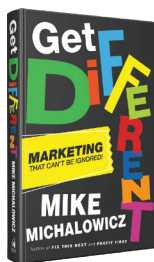
Lead the best team!



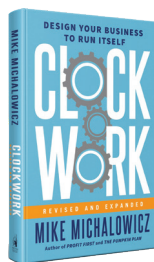
Make more money!



Do the right things!



Market better than ever!



Get your time back!



Grow fast & strong!



Be the industry leader!



Build your 1st company!

WHAT ARE YOU WAITING FOR?

Don't stay stuck in the paycheck-to-paycheck grind. Take control of your finances and start enjoying the rewards of your hard work. Pick up a copy of **Profit First** and start your journey toward financial freedom!

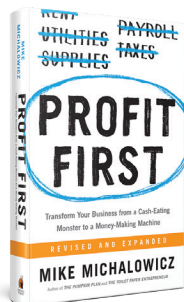
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MAKE IT EASIER WITH THE RIGHT TOOLS AND PARTNERS



PROFIT FIRST
PROFESSIONALS
Association for Accountants & Bookkeepers

Work with a firm that is fluent in driving profitability in your business, hire a certified Profit First Professional.

PROFIT FIRST
APP

Go beyond the bank accounts with the only official software for Profit First.

Relay

Set up your accounts and allocate funds by percentage with Relay, the official banking platform of Profit First.

profitfirstbook.com

profitfirstprofessionals.com

profitfirstapp.com

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