

Profit First Transform Your Business From A Cash Eating Monster To A Money Making Machine

The author shares a series of tests along with insights from entrepreneurs on how to investigate the viability of a new business idea before trying to launch the business.

90 Days to Profit reveals the secret weapon for business success with the 7-step P.R.O.F.I.T.S. System. In a modern day rendition of The Goal, you'll follow the journey of Ralph Hill as he learns how to positively transform any business from loss to profit in 90 days. Along the way he learns that it's more than just business. It's also a journey of personal transformation. Here's just a fraction of what you'll discover: How to create an unfair advantage in your business. What you need to know to separate yourself from your peers. The quickest way to increase profits and efficiency improvements. The step-by-step process of how to approach big change in business. How to run a pilot program as a safe springboard to spectacular success. How focusing on the P.R.O.F.I.T.S. System can have the welcomed side effect of personal transformation to your relationships, health and fitness. Ralph's is a story that you'll relate to - shooting up through the ranks at his company only to have everything unravel in one quick afternoon. Ralph is left with no job, no prospects, and very little hope. In reality, it was the best thing that happened to him. You'll watch as Ralph goes from the lowest point of his life to the highest, guided by his mentor and chronicled in his weekly reflections. Required reading by all: business owners, senior managers and consultants. This book will teach you how to turn around a struggling business and grow faster than ever before.

Edward de Bono's Six Thinking Hats is the groundbreaking psychology manual that has inspired organisations and individuals all over the world. De Bono's innovative guide divides the process of thinking into six parts, symbolized by the six hats, and shows how the hats can dramatically transform the effectiveness of meetings and discussions. This is a book to open your mind, unleash your creativity and change the way you think about thinking.

Profit First for Microgyms adapts the simple cash flow method revealed in Mike Michalowicz's bestselling book, Profit First, to help you become profitable from your next deposit. Using humor and true stories about his clients and his own microgym, John Briggs offers a step-by-step plan to help transform your microgym into a profitable business.

From the fight for a fifteen-dollar minimum wage to the nationwide teacher strikes, from Bernie Sanders to Alexandria Ocasio-Cortez, and from Black Lives Matter to #MeToo, Generation Occupy reveals the lasting impacts of the Occupy movement on American politics and culture. On the tenth anniversary of the Occupy movement, Generation Occupy tells the story of how Occupy Wall Street reshaped American culture, redefining economic rights, progressive politics, and activism for a generation, setting the historical record straight about the movement's lasting legacy. Occupy, far from a passing phenomenon, marked the start of an era of social and political transformation that reignited the labor movement, remade the Democratic Party, and birthed a new culture of protest that has put the fight for social, economic, environmental, and racial justice at the forefront. Thanks to Occupy--which created the language of the 99 versus the 1 percent--economic inequality and the corporate corruption of Washington have become widely understood, changing the way Americans see themselves and their role in the economy. Progressive priorities like Medicare for All, a Green New Deal, debt-free college, higher taxes on the wealthy and a \$15 minimum wage all owe early credit to the Occupy movement, which shifted the political conversation to address society's most urgent needs. From reinventing grassroots activism to inaugurating a decade of youth-led resistance movements that have altered the social fabric, from Black Lives Matter and Standing Rock to March for Our Lives, the Global Climate Strikes and #MeToo, Generation Occupy helps us understand how Occupy Wall Street got us to where we are today, and how lessons from Occupy will continue to reverberate into the future.

Practical techniques for applying neuroscience and behavior research to attract new customers Brainfluence explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. Brainfluence offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers Includes ideas for small businesses and non-profits Roger Dooley is the creator and publisher of Neuromarketing, the most popular blog on using brain and behavior research in marketing, advertising, and sales Brainfluence delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

When small- and medium-sized business owners first hear George Cloutier's rules, they often think he's a madman. His controversial rules for doing business—rules that aren't taught at Harvard Business School—include: The best family business has one member. Weekends are for working, not playing golf or coaching. Never pay your vendors on time. Wear your control freak badge with pride. Quit denial: if your business is failing during a recession, it's your fault. As the founder and CEO of American Management Services, Cloutier has emerged as "the leading advocate for small business" (Reuters), having spent over thirty years guiding business owners through the tough choices that line the road to profitability. He and his company have worked with more than six thousand companies, averting certain ruin for some and generating seemingly impossible growth and profitability for others. Cloutier graduated from Harvard College and Harvard Business School, but the lessons in this book aren't from there. Unlike his classmates, most of whom headed straight to Wall Street, Cloutier has been on the docks at 2 a.m. counting heads of lettuce for food distributors to make sure nothing would disappear without a waybill. He's spent long, overnight hours in truck stops, making sure sticky fingers stayed out of the tills. Cloutier and his colleagues at American Management Services become personal pit bulls to the CEOs who hire them, doing whatever it takes to bring their clients' businesses back into long-term profitability. Profits Aren't Everything, They're the Only Thing is the long- overdue wake-up call for 23 million small- and midsize business owners across America. This book serves up the hard-boiled, unadulterated truth to aspiring and established entrepreneurs, without apologies. His no-nonsense advice may be hard to hear at times, but it works.

There are four critical areas that today's ecommerce sellers struggle with in growing their businesses - managing inventory relying on debt; understanding their financial data; and maintaining focus. Cyndi Thomason has taken the core concepts of the Profit First methodology created by Mike Michalowicz and customized them to ecommerce.

From Mike Michalowicz, the author of PROFIT FIRST, CLOCKWORK, and THE PUMPKIN PLAN, comes the ultimate diagnostic tool for every entrepreneur. The biggest problem entrepreneurs have is that they don't know what their biggest problem is. If you find yourself trapped between stagnating sales, staff turnover, and unhappy customers, what do you fix first? Every issue seems urgent -- but there's no way to address all of them at once. The result? A business that continues to go in endless circles putting out urgent fires and prioritizing the wrong things. Fortunately, Mike Michalowicz has a simple system to help you eradicate these frustrations and get your business moving forward, fast. Mike himself has lived through the struggles and countless distractions of entrepreneurship, and devoted years to finding a simple way to pinpoint exactly where to direct attention for rapid growth. He figured out that every business has a hierarchy of needs, and if you can understand where you are in that hierarchy, you can identify what needs immediate attention. Simply fix that one thing next, and your business will naturally and effortlessly level-up. Over the past decade, Mike has developed an ardent following for his funny,

honest, and actionable insights told through the stories of real entrepreneurs. Now, Fix This Next offers a simple, unique, and wildly powerful business compass that has already helped hundreds of companies get to the next level, and will do the same for you. Immediately.

It's one thing to have a business idea, or even to start a creative business. It's quite another to scale it sustainably without increasing your financial and emotional stress. For most small business owners, what starts as something energising quickly turns into something overwhelming and energy depleting. You spend so much time in your business, it's hard to find any time to work on your business. In this practical guide, experienced business coach and creative consultant Fiona Killackey shows you how to scale the business without scaling the stress. From validating your business idea (whatever stage in its development), mapping out your money and specifying your business goals, through to hiring staff and defining your marketing plan, Passion Purpose Profit gives you a clear understanding of where you're going and exactly how you'll get there. Complete with step-by-step tips and templates, as well as case studies of successful creative business owners, Passion Purpose Profit will have you empowered and excited about business again.

"Product-Led Growth is about helping your customers experience the ongoing value your product provides. It is a critical step in successful product design and this book shows you how it's done." - Nir Eyal, Wall Street Journal Bestselling Author of "Hooked"

Based on the premise that accountants often make finance unnecessarily confusing, this no-frills guide will help small business owners see beyond the numbers and translate financial statements into tangible business success. The author shows the reader how to use key financial indicators as a basis for smart business decisions, with a focus on companies in the range between start-up and \$5 million in revenue. In a humorous and conversational tone, Crabtree explains how even the most harried business owners can use financial metrics to improve their bottom line. The author's down-to-earth discussion includes many insights: Most business owners are probably not paying themselves enough; Paying taxes can be a positive in accounting; A company-wide salary cap can help immensely with personnel decisions. Additionally, the numerous examples help readers see for themselves how following the author's advice will have a direct impact on their profits.

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: * Teachable: focus on products and services that you can teach employees to deliver. * Valuable: avoid price wars by specialising in doing one thing better than anyone else. * Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

This report constitutes the main outputs of the project "Pathways to a Nordic food system that contributes to reduced emissions of greenhouse gases and air pollutants". The overall goals are to present the baseline data regarding the Nordic agricultural sector, its greenhouse gas and ammonia emissions, the regulatory framework and support systems, and conflicts of interest. The report aims to describe pathways to a Nordic food system that contributes to achieving the climate target of below 2 (or 1.5) degrees of warming and the air pollution target of zero exceedance of critical loads and critical levels regarding ammonia emissions. The Nordic region has diverse geological and climatic conditions that make certain types of agricultural production more vulnerable than others. The policy recommendations aim to serve as input to different policies at EU, Nordic and national level.

For more than 35 years, the Hoffman Process has been recognized as one of the most potent transformational processes; however, the 8-day residential program is out of reach for most people. Now, Tim Laurence reveals this powerful methodology with warmth and clarity. Using practical exercises, personal stories, case histories, and insightful commentary, Laurence skillfully teaches how to identify and resolve the inherited patterns of behavior that cause emotional and spiritual pain. In this book readers will learn powerful ways to: Break the compulsive patterns that run your life, exercise your own free will, and regain control of your thoughts and behavior Free up energy by releasing your pent-up resentments and directly experience your own spirituality Identify what you really want in life, and finally make the changes you have been putting off for years The Hoffman Process is endorsed by an extraordinary array of experts and leaders from all walks of life, and it includes the results of a grant research study proving the long-term effectiveness of the Process.

Are you ready to create serious wealth from your business for you and your employees? If you're like most driven entrepreneurs and business leaders, you are either starting, or running a company that is barely scratching the surface of its growth and profit potential. How do you find the hidden "cash in the walls" and make the leap from ordinary business outcomes to retire-tomorrow, profit-rich results? America's Revenue Growth® Architect Kent Billingsley has developed a proven methodology that has helped thousands of entrepreneurs and employees become millionaires or multimillionaires by radically changing the way they approach business growth. This methodology is repeatable, predictable, and scalable—and has been rigorously tested in startups and billion-dollar firms alike. In the paradigm-shifting guide Entrepreneur to Millionaire, Billingsley shows you how to double or triple sales, revenue, and profits through a four-phase process—Revenue Ready, Market Ready, Go to Market, and Own the Market—that has delivered explosive growth for his clients for nearly three decades. The best part? You don't have to spend another dollar on marketing or hiring another salesperson, and you don't have to slash costs to the bone. Creating wealth from your business is about generating more sales, revenues, and profits from every company asset you already have—from your contracts, clients, products, services, and even your store locations. With Entrepreneur to Millionaire, you and your team have what you need to turn a good business into a fast-growth, highly profitable company, deliver greater value to your customers, and become embarrassingly rich in the process.

A set of tools for mastering the one skill standing between us and success: the ability to ask for the things we need to succeed. Imagine you're on a deadline for a big project, and feeling overwhelmed. Or you're looking for a job, but can't seem to get your foot in the door. Or you're dying for tickets to a sold out concert, and all your leads have gone cold. What do these problems have in common? They can all be solved simply by reaching out to a colleague, friend, or wider network and making an ask. Studies show that asking for help makes us better and less frustrated at our jobs. It helps us find new opportunities and new talent. It unlocks new ideas and solutions, and enhances team performance. And it helps us get the things we need outside the workplace as well. And yet, we rarely give ourselves permission to ask. Luckily, the research shows that asking—and getting—what we need is much easier than we tend to think. Here, Wayne Baker shares a set of strategies—used at companies like Google, GM, and IDEO—that individuals, teams, and leaders can use to make asking for help a personal and organizational habit, including: • A quiz to identify your asking-giving style • SMART criteria for who, when, and how to ask • "Plug-and-play" routines that make requests a standard component of meetings • Mini-games that incentivize asking within teams • The Reciprocity Ring, a guided activity that allows people to tap into the giving power of a network Picking up where the bestselling book Give and Take left off, All You Have to Do Is Ask shows us how to ignite the cycle of giving and receiving by asking for the things we need. Advance praise for All You Have to Do Is Ask "Asking for help and support has been a key to my success. Wayne Baker expertly shares how everyone can do it."—Shellye Archambeau, former CEO, MetricStream, and board director, Verizon and Nordstrom "Wayne Baker shares the formula for driving personal, organizational, and social change by tapping the power of our teams and networks for help. This insightful book is a must-read for anyone seeking practical and proven solutions to make our workplaces and world a better place."—Noel Tichy, professor, University of Michigan, and author of

Judgment and Control Your Destiny or Someone Else Will

Do the Right Thing. Grow Your Business. Profit Wisely. Using the principles in this book, Jeff Morrill built businesses from scratch in automotive retail, real estate, telecommunications, and insurance that generate over \$100,000,000 in annual revenue. His achievements in building flourishing, ethical companies have been featured in a variety of national media including USA Today, Entrepreneur Magazine, Automotive News, The Boston Globe, and others. That's because Jeff knows the secrets to building highly profitable businesses: how to create systems and procedures that produce profits automatically by focusing on doing the right thing every time. For the first time, Jeff shares all of those secrets in one place. You really can outsell your competitors without selling out your integrity. Contrary to popular belief, taking the high road really is the straightest path to the bottom line. You'll learn how to earn more profits consistently in business while staying true to your values.

"I met last week with your leaders," Ben began. "I heard what they had to say. And you know, they make a good point." He paused. Take charge, Ben, he told himself. Take control. He looked around the conference room. Take, take, take. Was that really what he was here to do? With their acclaimed bestseller *The Go-Giver*, Bob Burg and John David Mann proved that a heartfelt parable could also express a powerful idea. In *The Go-Giver Leader* (originally published as *It's Not About You*), they offer an equally compelling tale about a struggling small business and the ambitious young executive trying to lead them to a crucial decision. Allen & Augustine has manufactured high-quality chairs for decades. Its people take pride in their work and feel loyal to their owners and management team. But this revered company is now at a crossroads, hurt by a tough economy, foreign competition, and a cash crunch. The air is filled with the scent of uncertainty, anxiety, perhaps even panic. Into this setting enters Ben, who's been assigned by a larger firm to promote a merger that will rescue Allen & Augustine. Ben's facts are undeniable: the chair maker can either merge and modernize or go bankrupt and vanish. So why can't he persuade anyone to buy in, from the CEO on down? Will Ben find a way to sway the employee shareholders before the climactic vote? And can Allen & Augustine survive without losing its soul? The answers may surprise you as you follow Ben on his journey to understanding that the path to genuine influence lies less in taking leadership than in giving it. This revised and updated edition includes a new introduction, a discussion guide, and a Q&A with the authors.

Shares advice for transitioning away from unfulfilling jobs to embark on adventurous, meaningful careers, outlining recommendations for starting a personal business with a minimum of time and investment while turning ideas into higher income levels. 60,000 first printing.

Profit First Transform Your Business from a Cash-Eating Monster to a Money-Making Machine Penguin

It's time to stop living deal to deal. Real estate investors have systems for almost everything-to make the phone ring, to find deals, and to fix, rent, and sell their properties. What they don't have is a system for their finances that ensures positive cash flow and profitability. This is why many investors end up scrambling to cover payroll, taxes, and even their own bills. In *Profit First for Real Estate Investing*, real estate finance expert, David Richter, reveals his simple cash flow system that not only makes "pay yourself first" possible; it makes it easy. Built on the proven Profit First method created by Mike Michalowicz, this system is tailored to the unique realities for real estate investors. Designed to help you reduce stress and build a healthy and profitable real estate company, this step-by-step guide will even show you how to get more deals using the Profit First System. Starting today.

It's time to level the playing field! You are accustomed to being the first-the first to go to college, the first to start a business. You often enter rooms where no one else looks like you. You're a trailblazer on a mission to create a new legacy for your family. And yet, despite your success, you still work too hard for too little cash. In *Profit First for Minority Business Enterprises*, Susanne Mariga, CPA, shows you how to implement the proven Profit First cash management system that has lifted thousands of entrepreneurs out of the struggle and into success. This book is designed to give you the mentorship you need to scale smart into an independent, seven-figure, minority business enterprise. In this book, you'll learn: How to apply Profit First to improve cash flow, reduce debt, and grow profit Strategies for revenue generation, target pricing, and margin maximization Expense prioritization techniques Power alignment and team building tools Secrets of-and common illusions about-successful government contracting Tax strategies designed to build generational wealth while maximizing business profitability How to make an impact in your industry when no one else looks like you We have committed a percentage of the proceeds from this book to send girls to school in Zimbabwe. So, when you purchase *Profit First for Minority Business Enterprises*, you contribute to an education that will alter the life of a Zimbabwean girl. By allowing young women to receive an education, not only do you alter their future, but you pivot the future of their offspring for generations to come. Thank you for being part of our mission of changing legacies.

If you have finally had enough of the constant cash flow struggle and you are ready to make a change, *Profit First for Tradies* will guide you. Katie Crismale- Marshall has taken the core concepts of Mike Michalowicz's Profit First method and customised it to meet the specific needs of Australian tradies. IN THIS PRACTICAL, EASY-TO-READ BOOK YOU WILL LEARN HOW TO: Check the foundations of your business to make sure they are rock solid Live the life you dreamed of when you first became self-employed Find profit in your business you didn't know you had Recognise common mistakes so you can avoid them Organise your finances to make them actually useful to you Make a profit in your business from day one Find your financial rhythm and stick at it Set up Profit First without being overwhelmed If you are ready to be a tradie who is permanently profitable, with money in the bank and all of your concerns and stress about cash flow overcome, this is the book for you.

Author of cult classics *The Pumpkin Plan* and *The Toilet Paper Entrepreneur* offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability. Conventional accounting uses the logical (albeit, flawed) formula: Sales - Expenses = Profit. The problem is, businesses are run by humans, and humans aren't always logical. Serial entrepreneur Mike Michalowicz has developed a behavioral approach to accounting to flip the formula: Sales - Profit =

Expenses. Just as the most effective weight loss strategy is to limit portions by using smaller plates, Michalowicz shows that by taking profit first and apportioning only what remains for expenses, entrepreneurs will transform their businesses from cash-eating monsters to profitable cash cows. Using Michalowicz's Profit First system, readers will learn that: - Following 4 simple principles can simplify accounting and make it easier to manage a profitable business by looking at bank account balances. - A small, profitable business can be worth much more than a large business surviving on its top line. - Businesses that attain early and sustained profitability have a better shot at achieving long-term growth. With dozens of case studies, practical, step-by-step advice, and his signature sense of humor, Michalowicz has the game-changing roadmap for any entrepreneur to make money they always dreamed of.

The author describes his experiences as a physically challenged individual born without arms and legs, recounting his inspirational journey from a suicide survivor to an independent and purposeful motivational speaker.

Serial entrepreneur and business visionary Dale Partridge built a multimillion-dollar company differently than how the typical enterprise is built. He did so using seven core beliefs that he believes are the secret to creating a sustaining world:• People matter• Truth wins• Transparency frees• Authenticity attracts• Quality speaks• Generosity returns• Courage sustainsAnd now he is not alone. Every day major headlines tell the story of a new and better American marketplace. Established corporations have begun reevaluating the quality of their products, the ethics of their supply chain, and how they can give back. Meanwhile, millions of entrepreneurs who want a more responsible and compassionate marketplace have launched a new breed of socially focused business models. And you can too! In *People Over Profit*, find the courage to value honesty over deception, transparency over secrecy, authenticity over hype, and ultimately, people over profit.

A different way of discovering and developing the best business ideas Jack Welch once said, "Someone, somewhere has a better idea." In this myth-busting book, the authors reveal that great business ideas do not spring from innate creativity, or necessarily from the brilliant minds of people. Rather, great ideas come to those who are in the habit of looking for great ideas all around them, all the time. Too often, people fall into the trap of thinking that the only worthwhile idea is a thoroughly original one. *Idea Hunters* know better. They understand that valuable ideas are already out there, waiting to be found - and not just in the usual places. Shows how to expand your capacity to find and develop winning business ideas Explains why ideas are a critical asset for every manager and professional, not just for those who do "creative" Reveals how to seek out and select the ideas that best serve your purposes and goals and define who you are, as a professional Offers practical tips on how to master the everyday habits of an Idea Hunter, which include cultivating great conversations The book is filled with illustrative accounts of successful Idea Hunters and stories from thriving "idea" companies. Warren Buffet, Walt Disney, Thomas Edison, Mary Kay Ash, Twitter, and Pixar Animation Studios are among the many profiled.

In his new marketing book, Mike Michalowicz offers a proven, no-bullsh*t method to position your business, service, or brand to get noticed, attract the best prospects, and convert those opportunities into sales. Told with the same humour and straight-talk that's gained Michalowicz an army of ardent followers, with actionable insights drawn from stories of real life entrepreneurs, this book lays out a simple, doable system based on three critical questions every entrepreneur and business owner must ask about their marketing: 1. Does it differentiate?, 2. Does it attract?, 3. Does it direct?

Stop grinding away at work while daydreaming about a financially free existence. If you have a home and an Internet connection, you have a solution: Airbnb hosting. *Get Paid For Your Pad* is the veritable blueprint on how to transform your home into a short-stay rental boon. Renting in the short-stay market, when done correctly, crushes the return from long-term tenants. Like hundreds of thousands of people, you can boost your profits by 2 to 3 times with the most well known short-stay marketplace in the world: Airbnb.

Trying to start a business in this economy? Struggling with little or no cash? Have no experience, no baseline to judge your progress against? Whether you're just starting out or have been at it for years, the Toilet Paper Entrepreneur's "get real", actionable approach to business is a much-needed swift kick in the pants.

Profit First for Dentists addresses the specific financial challenges dentists face in their businesses. Discover this simple cash flow system, immediately increase profits, and never again be in the dark about your money.

Each year Americans start one million new businesses, nearly 80 percent of which fail within the first five years. Under such pressure to stay alive—let alone grow—it's easy for entrepreneurs to get caught up in a never-ending cycle of "sell it—do it, sell it—do it" that leaves them exhausted, frustrated, and unable to get ahead no matter how hard they try. This is the exact situation Mike Michalowicz found himself in when he was trying to grow his first company. Although it was making steady money, there was never very much left over and he was chasing customers left and right, putting in twenty-eight-hour days, eight days a week. The punishing grind never let up. His company was alive but stunted, and he was barely breathing. That's when he discovered an unlikely source of inspiration—pumpkin farmers. After reading an article about a local farmer who had dedicated his life to growing giant pumpkins, Michalowicz realized the same process could apply to growing a business. He tested the Pumpkin Plan on his own company and transformed it into a remarkable, multimillion-dollar industry leader. First he did it for himself. Then for others. And now you. So what is the Pumpkin Plan? Plant the right seeds: Don't waste time doing a bunch of different things just to please your customers. Instead, identify the thing you do better than anyone else and focus all of your attention, money, and time on figuring out how to grow your company doing it. Weed out the losers: In a pumpkin patch small, rotten pumpkins stunt the growth of the robust, healthy ones. The same is true of customers. Figure out which customers add the most value and provide the best opportunities for sustained growth. Then ditch the worst of the worst. Nurture the winners: Once you figure out who your best customers are, blow their minds with care. Discover their unfulfilled needs, innovate to make their wishes come true, and overdeliver on every single promise. Full of stories of other successful entrepreneurs, *The Pumpkin Plan* guides you through unconventional strategies to help you build a truly profitable blue-ribbon company that is the best in its field.

Ready to get specific? Introducing the ultimate resource for interior designers who want a concise, clear framework to scale a design business--straight from proven experts in each area. From pricing to hiring to branding...this will be the book you reach for again and again.

Construction industry business coach, speaker, and author, Shawn Van Dyke, has taken the core concepts of Mike Michalowicz's Profit First and customized them to address the specific needs of the construction industry. *Profit First for Contractors* addresses the major struggles contractors face and provides clear and actionable guidance on how to overcome them. Shawn shows contractors how to go from simply getting by to becoming permanently profitable. This book is for every construction business owner who dreams of prosperity. Using Van Dyke's Profit First for Contractors system, readers will learn how to break out of the "craftsman cycle" - the seemingly never-ending loop of urgent tasks and responsibilities that keep contractors from gaining traction toward their important goals. He guides

construction business owners how to understand their financial statements and how to use them to determine the markup and margin that lead to profits. You will also learn how to develop solid rules of thumb for the operation of your construction businesses, and how to implement an effective cash management plan that simplifies accounting and leverages normal human behavior. Using real-life stories from actual construction business owners, step-by-step advice, and his conversational twang, Van Dyke puts permanent profitability within reach of every construction business owner.

The greatest self-help book of all time, according to Dr. Joe Vitale. The Book of Est immerses you in the closed doors of the controversial est trainings popularized in the 1970's.

Do you worry that your business will collapse without your constant presence? Are you sacrificing your family, friendships, and freedom to keep your business alive? What if instead your business could run itself, freeing you to do what you love when you want, while it continues to grow and turn a profit? It's possible. And it's easier than you think. If you're like most entrepreneurs, you started your business so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash. Now, Mike Michalowicz, the author of Profit First and other small-business bestsellers, offers a straightforward step-by-step path out of this dilemma. In Clockwork, he draws on more than six years of research and real life examples to explain his simple approach to making your business ultra-efficient. Among other powerful strategies, you will discover how to: • Make your employees act like owners: Free yourself from micromanaging by using a simple technique to empower your people to make smart decisions without you. • Pinpoint your business's most important function: Unleash incredible efficiency by identifying and focusing everyone on the one function that is most crucial to your business. • Know what to fix next: Most entrepreneurs try to fix every inefficiency at once and end up fixing nothing. Use the "weakest link in the chain" method to find the one fix that will add the most value now. Whether you have a staff of one, one hundred, or somewhere in between, whether you're a new entrepreneur or have been overworked and overstressed for years, Clockwork is your path to finally making your business work for you.

The biggest ingredient to success is timing, yet everyone ignores it. Surge is a step by step guide to position your business directly in front of surging customer demand. You can time the market, after all.

Explores how a personal relationship with money affects financial stability and presents advice on getting out of debt, setting up a savings plan, and devising a realistic budget which reflects personal values and long term goals.

Only 35,000 humans remain... ..and the aliens hunt them for sport. Who will lead the uprising? In the year A.D. 3000, Earth is a dystopian wasteland. The great cities stand crumbling as a brutal reminder of what we once were. When the Psychlos invaded, all the world's armies mustered little resistance against the advanced alien weapons. Now, the man animals serve one purpose. Do the Psychlos' bidding or face extinction. One man, Jonnie Goodboy Tyler, has a plan. They must learn about the Psychlos and their weapons. He needs the other humans to follow him. And that may not be enough. Can he outwit his Psychlo captor, Terl? What is their weakness? The fate of the Galaxy lies on the Battlefield of Earth. This is one of the finest examples of science fiction ever written, with nuance, sub-plots, and action all the way through. A masterpiece at over 1,000 pages. You'll love this epic New York Times bestseller by L. Ron Hubbard, because his vision of science fiction was ahead of its time. Get it now. "Pulse-pounding mile-a-minute sci-fi action-adventure that does not stop. It is a masterpiece of popular adventure science fiction." —Brandon Sanderson "Battlefield Earth is like a 12-hour 'Indiana Jones' marathon. Non-stop and fast-paced. Every chapter has a big bang-up adventure." —Kevin J. Anderson (co-author of the Dune Sagas) "Over 1,000 pages of thrills, spills, vicious aliens and noble humans. I found Battlefield Earth un-put-downable." —Neil Gaiman

"I don't have time to look at the numbers." "That's what the accountant is for." "I can see what the balance is--that's all I need to know." Why do so many business owners dread looking at the numbers?

Financial statements, ledgers, profit and loss reports--many avoid these and treat them like junk mail and phone solicitors. But as a small business owner, having an intimate knowledge of all these crucial numbers yourself is the most important tool you can equip yourself with in order to survive the constantly changing and highly competitive marketplace of the twenty-first century. Nevertheless, it's true--you're not a numbers person. How can you learn to make sense out of all this Greek? Accounting for the Numberphobic to the rescue! This easy-to-follow guide demystifies your company's financial dashboard: the Net Income Statement, Cash Flow Statement, and Balance Sheet. The book explains in plain English how each measurement reflects the overall health of your business--and impacts your decisions. Even self-proclaimed numbers dummies will discover:• How your Net Income Statement is the key to growing your profits• How to identify the break-even point that means your business is self-sustaining• Real-world advice on measuring and increasing cash flow• What the Balance Sheet reveals about your company's worth• And moreDon't leave your company's finances entirely in the hands of a third-party accounting service or an employee who is only loyal to the highest paycheck. Even worse--don't ignore them altogether! Knowing the numbers yourself isn't just about seeing how your company is doing . . . it's about knowing where it is going--and guiding it toward the highest profits possible.

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