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


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REVISED AND EXPANDED

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Review Praise for Profit First Quit being a slave to your own business and start making some serious money. Follow Mikes counter-intuitive advice and put profits first. --VERNE HARNISH, author of Scaling Up Profit First is a brilliant smack-upside-the-head revelation for entrepreneurs. Most small businesses look pretty good on the outside, yet actually struggle to stay afloat. With fascinating stories and wit, Michalowicz shows how to remove your nose from the grindstone, climb out of the quicksand, and build a business that loves you back. SALLY HOGSHEAD, author of Fascinate Profit First may arguably be one of the greatest hacks of all time. Apply the pay-yourself-first principle to your business and watch the profits roll in. CHRIS GUILLEBEAU, author of Born for This and The \$100 Startup 'Profit First is a game-changer. I implemented the system into both of my businesses and increased profits by 21%. If you want to turn a profit and grow your business, you need this book.' MICHAEL PORT, author of Steal the Show 'Profit First completely transformed how I handle business banking. I hadn't even finished the book before immediately putting a four-account distribution system in place for new income: operating expenses, owner expenses, taxes and profit. Mike's system moved me from break-even to profitable within a month. This book is a must-read for businesses large and small.' JENNY BLAKE, author of Pivot Twenty-five percent of small businesses have two weeks or less of cash in the bank. Seventy-five percent of businesses have a month or less of cash in the bank. Profit First disciplines show you the roadmap to avoid becoming a statistic. This book has the potential to change the next 20 years of your small business life. DAWN FOTOPULOS, Associate Professor of Business, The Kings College NYC; author of Accounting for the Numberphobic Profit First is a revelation. I only wish I knew about this system when I started my first business. JOHN JANTSCH, author of Duct Tape Marketing and SEO for Growth Entrepreneurs commonly confuse cash flow with profitability. Profit First makes the process so radically simple that you no longer have an excuse not to be profitable AND have cash flow! GREG CRABTREE, author of Simple Numbers, Straight Talk, Big Profits Not only is Mike one of the most innovative small business authors of our time, his Profit First system simple to apply and impactful in its results can be the difference between constantly walking the financial tightrope or being predictably profitable. And a predictably profitable business is not only less stressful and more gratifying, it allows you to focus on what really matters serving your customers! BOB BURG, coauthor of The Go-Giver and The Go-Giver Leader 'Why are so few businesses actually profitable for their owners? Profit First turns accepted wisdom on its head and shows the real reason business owners struggle with the bottom line. This book shows you how to take home more money almost immediately.' DORIE CLARK, author of Stand Out Finance is the top headache of an entrepreneur. Profit First is a must-read to avoid bankruptcy for great business ideas. Clever, easy to implement and absolutely effective (plus you will enjoy reading

it).SOFIA MACIAS, author of Pequeo Cerdo CapitalistaEntrepreneurs and small business advisors finally have a practical toolkit for increasing profitability! Everyone who touches the small business world should read and apply these game-changing principles.JOE WOODARD, CEO of Woodard Events and Woodard ConsultingI took the pledge and started implementing the Profit First system after reading Chapter One. By the time I was halfway through the book my business had already turned a profit.BARRY MOLTZ, author of How to Get Unstuck --This text refers to the Hardcover edition. Read more About the Author Mike Michalowicz launched and sold two multimillion-dollar companies and currently operates his third, Obsidian Launch, a consulting firm that ignites explosive growth in companies that have plateaued. He is the author of The Pumpkin Plan, also published by Gildan Media, and is a small business columnist for The Wall Street Journal. Read more

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