

# One Step *Forward*



## A DEEPER LOOK AT THIS MONTH'S BOOK RECOMMENDATION

Hey There,

Earlier this month, we talked about momentum — not as a massive overhaul, but as the small financial habits that slowly change the way a business operates. That's one of the reasons I wanted to spend more time on *Profit First* by Mike Michalowicz this month.

Most business owners work incredibly hard. Revenue comes in, bills get paid, and the business keeps moving. But even when things are growing, profit can still feel unclear or inconsistent.

This is not because the owner is doing something wrong. More often, it's because profit is being treated as whatever happens to be left over at the end.

*Profit First* changes that idea completely.

Instead of:

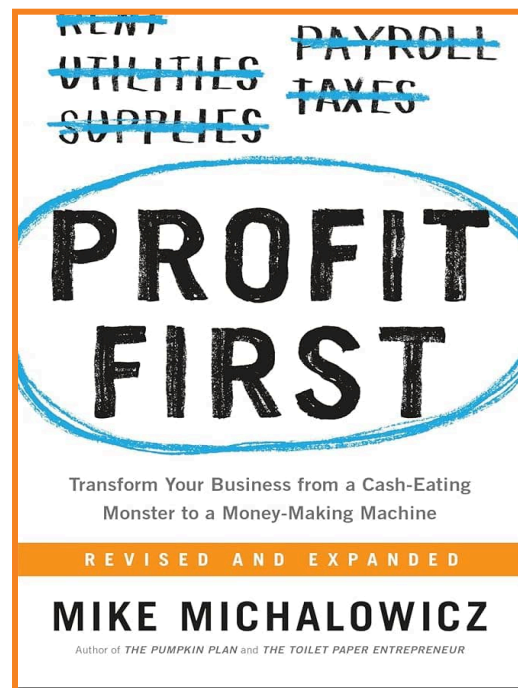
**Sales - Expenses = Profit**

Mike Michalowicz reframes it as:

**Sales - Profit = Expenses**

It sounds simple, but it changes the way you look at your business. This book works because it focuses less on perfection and more on consistency.

[Buy the Book Here:](#)



And that's what stood out to me most. Momentum isn't built through one big financial decision. It's built through small actions repeated consistently over time. Here are a few ideas from the book that I think every business owner should consider:

#### **Profit Should Be Planned For**

If profit is always what's left over, it often disappears before you ever see it.

#### **Visibility Changes Behavior**

When you regularly look at your numbers, you naturally begin making different decisions.

#### **Small Systems Create Momentum**

The goal isn't perfection. It's creating simple habits that make financial awareness part of how your business operates.

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One of the reasons I recommend this book so often is because it helps business owners feel more connected to their numbers without making finances feel overwhelming. That's where real momentum starts. Not in doing more. In paying attention more consistently.

If you'd like a deeper look at the ideas behind *Profit First*, I shared my full review on the blog.

👉 [Read the Full Book Review](#)

See you next month,



Rita Hoang

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