

# 6 Steps to

## BOOST PROFITABILITY IN 2017

Advice from Mike Michalowicz  
Author of Profit First

**1**

### TAKE YOUR PROFIT FIRST

For every dollar of revenue that comes in, set aside a predetermined percentage as your profit and save it in a different bank account.

**2**

### BE CREATIVE

Look for creative solutions to problems you face. Maybe there is a better outcome waiting to be discovered than you first thought.

**3**

### CUT COSTS

Assess areas in your budget that could be consolidated and avoid paying more for redundancies. Pay attention to subscriptions and software fee.

**4**

### GET YOUR TEAM ON BOARD

Explain the big picture profit goals to your team. They have a vested interest in your profitability and will help you reach your 'big picture' goals.

**5**

### SET 'SMART' PROFITABILITY GOALS

SMART goals are:  
Strategic, Measurable, Attainable, Realistic,  
& Time-Sensitive

**6**

### TAKE YOUR PROFITABILITY PERSONALLY

Profit allows you to reach all your other goals. Prioritize making a profit and keep yourself on track for achieving it.