



What is PROFIT?

PROFIT IS NOT
Cashflow

PROFIT IS NOT
Revenue

PROFIT IS NOT
Your personal contributions into the business

CASHFLOW IS
Money flowing into and out of your business

REVENUE IS
Income streams (sales, room rentals, consultancy fees, etc)

PROFIT IS
Typically seen as a number on a profit-&-loss statement produced by your accountant ... but where's the money???

PROFIT SHOULD BE
CASH ... Not just cash in reserves for expenses. You MIGHT invest it back into the business, but you don't have to.

TURN PROFIT INTO CASH
This is why a "profit first" approach is helpful.

