



Six Steps to Creating Profit: A Guide for Small and Mid-Sized Service-Based Businesses

Patricia Sigmon

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An insightful look at how you can put net profit income at the forefront of your small to mid-sized business

Enable you to make changes that will create a profitable, sustainable business future, *Six Steps to Creating Profit* authoritatively shows you how to maximize profit for your small to mid-sized, privately-held, service-based business.

- Shows how to avoid the business model where all income is devoured by expenses, leaving a valuation that would not render any measurable sales revenue if the business should be sold
- Discusses how to create a company where actual profit generation is one of the primary goals
- Provides the steps necessary to create "true" profit
- Features coverage of rules of operation, visibility in the marketplace, marketing, cash flow, and management costs

Demonstrating how measuring the results of change is vital and part of the ultimate, ongoing, profit-based solution, *Six Steps to Creating Profit* reveals how the before and after of each operational area is as important to evaluate as the intended change itself.

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