

PROFIT FIRST WORKS!



Since starting Profit First Professionals in 2014, we've collected numerous success stories from our members. We've heard how they've gone from barely scraping by to – in several cases – becoming millionaires. We've heard how they've scaled from being one-person, freelance shops to building teams that carry out the day-to-day running of the business for them.

In short, we know Profit First Professionals membership leads to freedom for our members. But then we got curious...what were the numbers behind those successes? Exactly how profitable ARE Profit First Professionals?

We surveyed our global members, and the results exceeded our expectations.

TOP LINE REVENUE GROWTH

On average, our Profit First Professionals members experience a 21%* increase in top line revenue growth after one year of membership. And interestingly, this growth is consistent across our membership of Accountants, Bookkeepers, and Coaches:

- **Accountants: 21%***
- **Bookkeepers: 22%***
- **Coaches: 19%***

But that's not all...top line revenue growth continues to increase with each year of membership. In fact, survey respondents who have been members for five years reported a 330%* increase in top line revenue.

How does this compare with non Profit First Professional businesses? Check out the graph to the right!



^Source: Xero Accounting and Bookkeeping Industry Performance Report

* Survey results are from Profit First Professional members globally



INCREASE IN CASH
AVAILABLE TO THE OWNER

It's Not What You Make...

We have a saying: It's not what you make, it's what you take that counts. You can build a million dollar firm, but if you're working like a dog and earning peanuts, what's the point?

The Profit First system helps change the mindset of focusing exclusively on top line revenue growth, encouraging system users to instead focus on profitability and owner's compensation. Even our most skeptical members – the accountants and bookkeepers who know their numbers and follow their budgets – realise the benefits of this approach.

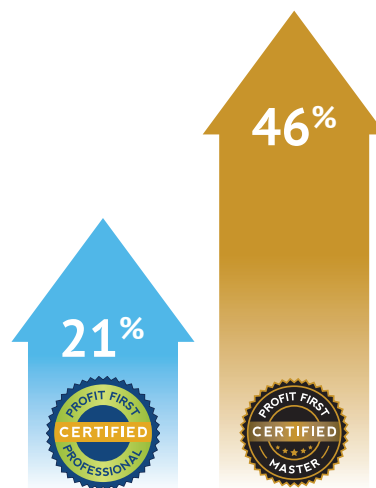
On average, our members realise a 26%* increase in the amount of cash available to the business owner...and a 10%* decrease in operating expenses.

Does It Get Better Than This?

Actually, it does.

All Profit First Professionals start out at the Core level of membership. After attaining their Advanced Certified Profit First Professional designation and completing a few other membership milestones, Core members can apply to join our Mastery membership program. And the additional education and investment pays off.

On average, our Mastery members see a 46%* increase in top line revenue after one year in our Mastery program.



CORE VS. MASTERY REVENUE
INCREASE AFTER ONE YEAR

PROFIT FIRST WORKS!

That's no surprise to us, but we know there are some naysayers out there. We hope this brief has shown you what's possible as a Profit First Professional.

Ready to take the next step? Apply now to schedule your enquiry call and begin your Profit First Professionals journey.