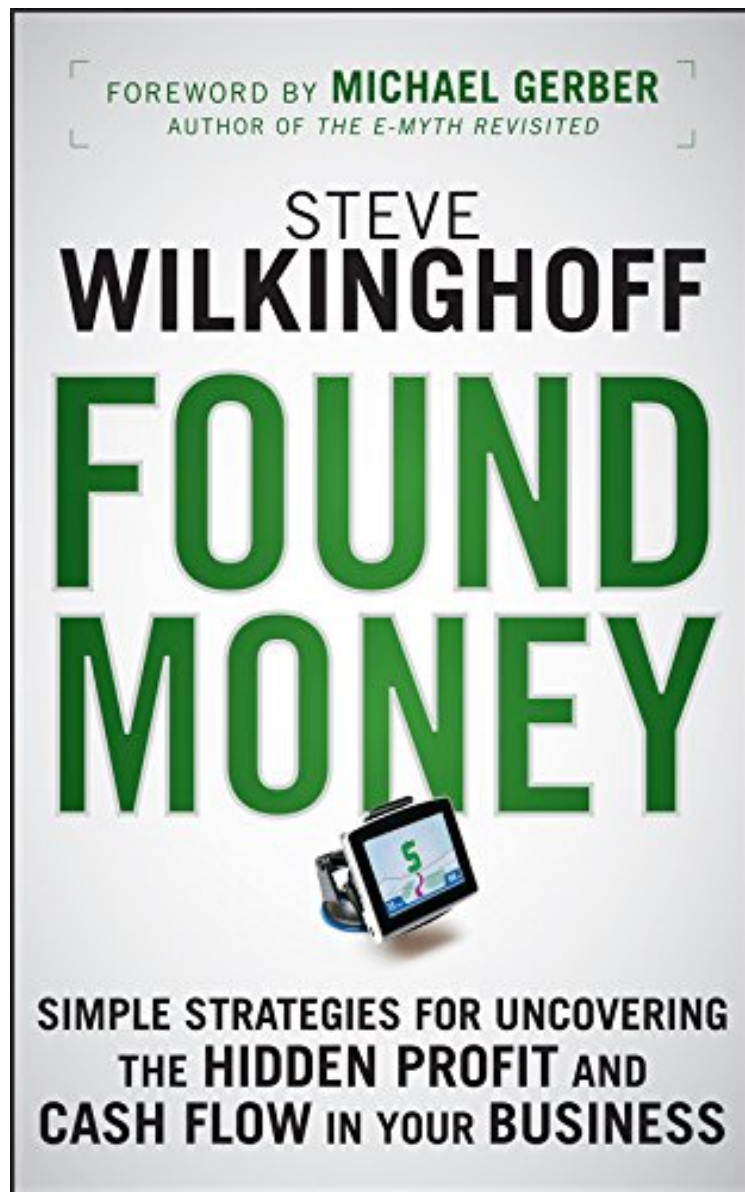


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## **Found Money: Simple Strategies for Uncovering the Hidden Profit and Cash Flow in Your Business**

*Steve Wilkinghoff*

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1 of 1 people found the following review helpful. You Won't Find Any Money But You Will Learn Business Math By Chris Reich This is a good, practical business 101 book. The thinking is spot on. The content is rich and accurate. The book feels like a book written by a very capable accountant. It teaches the fundamentals of understanding the numbers part of running a business. I hate to deduct stars from a book that has only one flaw. The title is a little misleading. It might more aptly be called "Lost Money". But then no one would read it. Before I get into what I don't like about the book, let me be clear about what I do like. Most small business people have very little understanding of the math behind their businesses. I have yet to meet a business owner who can properly calculate markup. Few understand turnover or the effect of price changes on their business. Few understand the value of the last dollar taken in versus the first dollar for the month. This book clarifies all of these and in a way that is easy to understand. This is important stuff. The presentation is a bit dry. I don't think very many small business owners would actually read this book from cover to cover. That's okay. The material needs to be presented. Here it is. Read it. Now the bad news. Unless you are raking in plenty of business, you aren't going to find any money. There are no marketing tips. If the customers are lined up, raise your price. Found money. There really is no hidden profit. People in business with no understanding of any of this stuff know when they just aren't making enough sales. If that's the problem, this book isn't going to help. So, as a good business primer on the numbers I give it an A+ As for "finding" money I give it a D. The book belongs in your business library if you'll read it. If you need to find money to prevent foreclosure, well, look elsewhere.

0 of 0 people found the following review helpful. Steve Wilkinghoff's "Found Money" Review By Tyler Wells I already did an extensive review of Steve Wilkinghoff's book on my blog at [...] but this really is essential for business owners who would really like to transform their business from one that sucks up ever more of their time and money into the vehicle that will lead them to their dream lifestyle. If you get nothing else from this book, you should be answer the following: Why "Getting More Customers" is often the most ineffective method of growing your business. Why it isn't enough that your business is profitable, it must also be cash flow positive and provide a sufficient return on investment. Why the worst method of marketing is often the first used. Why some of your customers are most likely taking money out of your pockets and how to find them and fire them! How to find out which of your products is really making you the most money and what products you want to sell more of. Why most business people actually under-price their products and how to find the best price for your products. The book is a touch more technical than most business success books and I think that this may limit its popularity but it really shouldn't be anything that a business owner or administrator can't handle. Plus, this technical side makes it even more relevant and practical.

1 of 1 people found the following review helpful. A Essential Business Guide for the 21st Century By J. M. Corpe This book inspired me - reading Found Money, in conjunction with the E-Myth, are the books I will be recommending to my clients as essential guides for business in today's world. A great combination of financial nous with marketing know how - straight to the point no nonsense common sense with practical suggestions and exercises. I particularly enjoyed the way Steve explained the financial attributes of business and brought the money side back to basics so that it is clearly and easily understandable. His focus is on great business - and I think that his book is great! Jessamine Corpe - [...]

A fresh perspective on what it takes to run a moneymaking small business If you're a small business owner, you probably started out with a great idea, an entrepreneurial dream, and the willingness to work as hard as you have to. You're up-and-running, your products and services are selling, and you are working as hard as you can. But where do you go from here? How do you get there? And how can you be sure your business will make you money now and for the long term? Found Money presents a new and powerful approach to small-business success. It helps you figure out, instantly, whether your business is on-track or flying off the rails (and how to correct it if it is flying off the rails). Not only does it help you understand how your business makes you money, but how to control that process as well. It offers accessible, easy-to-use tools and tactics to help you understand the links between what happens in your small business and the financial results you achieve so you can proactively create the financial results you want. Helps you maximize the money your small business makes by showing you where additional profit and cash flow is hiding right now in your business Steve Wilkinghoff is an accountant and consultant who helps businesses reach their full, money-making potential Foreword by Michael Gerber, preeminent small business guru If you own your own small business but don't know how to take control of the financial results it gives you, Found Money hands you the strategies, tactics and tools you need to take control, and direct and maximize the money-making process.

From the Inside Flap IF YOU'RE A small business owner, you're working hard and trying to do the right things while hoping that somehow your business will make enough money. But that approach puts your business in control of you and your life. You end up working too hard, laying it all on the line, and hoping to make just enough money to survive. But it absolutely does not have to be that way. You should be the one in control of your business and the financial results it creates. You should decide how much money you want from your business and then create your business to fulfill that vision; to become a thriving and sustainable vehicle for your dream lifestyle. But how do you get that kind of control? Where do you start? Found Money shows you how to get control, create specific financial results, decide what you want from your business, and then take specific steps to get there. Even if your business is

doing well, it could still do better. Found Money shows you the connections between what happens in your business on a daily basis and the financial results it creates in the long term. With the proven and effective strategies, tactics, and tools inside, you'll have the power to take control over your business and proactively create the financial results you want, using key elements such as: **THE TRIPLE OVERLAP**—the three things your business, every product, every service, and every customer must have in order for your business to actually make money **CUSTOMER PROFITABILITY MAPPING**—a unique graphic method that instantly shows you which customers to focus on **FOUND MONEY BREAKEVEN**—you must decide what financial result you want from your business and then reverse engineer that specific result to pinpoint the number, type, and characteristics of the customers, products, and services that will take you there **PRICING BOOTCAMP**—it's essential that you learn the process of Pricing on Purpose and boldly determine the prices you must demand in your marketplace and why **QUICK-FAILING**—Found Money gives you the tools and encouragement to test new ideas and assess their impact on your financial results before making any major changes In addition to these five elements, Found Money shows you how to quickly gauge the financial performance of your small business—whether it's right on track or running off the rails—giving you the tools you need to chart a course to long-term sustainability and profitability. From the Back Cover **PRAISE FOR FOUND MONEY** "Steve's book hits the nail on the head. It tells why and shows how to identify, improve, and track the parts of your business that actually make you money. And that lets you maximize your profit, fun, and free time. If you're going to Book Yourself Solid, go Beyond Booked Solid, and truly Think Big, make sure you're doing it with a business that makes money and lets you live your life at a higher level." **MICHAEL PORT**, author of *The Think Big Manifesto* "Wilkinghoff gets my vote as the matchmaker of the year because he has effortlessly married financial success and marketing to fulfillment and happiness. Readers of this book who act on the information within its pages have a great chance to live happily ever after." **JAY CONRAD LEVINSON**, "The Father of Guerrilla Marketing" and author of the Guerrilla Marketing series of books, with more than 15 million copies sold in 49 languages "You need a road map in order to connect with customers who appreciate that you are utterly yourself. This book says 'worry not about the tough-to-please customers and go after customers you can depend on with a vengeance!' In Punk Marketing, we designed the go-for-gusto manifesto for marketers. Here's a manifesto for profiting in every way possible!" **RICHARD LAERMER**, author of *Punk Marketing* and *2011: Trendspotting for the Next Decade* "Wilkinghoff is a master money advisor with a marketing mind. His Found Moneytrade; system puts his down-to-earth concepts into an easy-to-follow road map that will change the way you view the power of money in your business. If you want to put money to work in your business, then buy this book." **SEAN MOHER**, creator of the *Groovy Grapes*reg; *Tasting Experience Blueprint* "Not only does Steve reveal the bull's-eye to you, but perhaps most importantly, he walks you step by step right up to it, so you can reach out and hit it for the very first time. And man does it feel great! Awesome concept. Awesome book. Simply a must for any business owner." **MIKE DOUGHTY**, Managing Director, *The Knowledge Gym (NZ) Ltd.* "This is a must-read book for entrepreneurs who want to channel their energies into a high-octane lifestyle while building a more profitable business." **EVELYN JACKS**, President of *The Knowledge Bureau* and bestselling author of forty books including *Essential Tax Facts* and *Master Your Taxes* About the Author **STEVE WILKINGHOFF** has helped hundreds of businesses reach their full potential during his sixteen years as a consultant. He is a Chartered Accountant, a Certified Guerrilla Marketing Coach, and an active speaker. For more information or to receive Steve's steady flow of new ideas and unique perspectives, please visit [www.stevewilkinghoff.com](http://www.stevewilkinghoff.com).