



Did you know that mastering your finances can help positively impact your bottom line so you can grow your businesses to extraordinary levels! I've helped business grow 20 - 50% annually!

Are you ready to...



- Understand your finances so you can make the **BEST DECISIONS?**
- Gain confidence in your numbers and how to make them work for you instead of against you?
- Create peace of mind and have a sense of relief that you are making the right decisions around your finances and your business?



Take a moment to imagine...



- Having a clear path to growing dream business
- Knowing exactly how long it will take to get there
- Working with someone who will meet you where you are and help you master your finances

Let me help you master your finances and create a path to make your dream a reality!

Let's get started, email me [hello@audreyfaustconsulting.com](mailto:hello@audreyfaustconsulting.com)  
Learn more [www.audreyfaustconsulting.com](http://www.audreyfaustconsulting.com)

# PROFIT VS REVENUE: WHICH IS MORE IMPORTANT?



## MONEY TIPS

By Audrey Faust, MBA; Financial Coach & CFO

As a business owner, it's easy to get caught up in the excitement of generating high revenue. After all, it's a clear indicator of success, right? But, here's the thing: revenue is just one piece of the puzzle. In fact, if you want to build a thriving and sustainable business, you need to shift your focus from revenue to profit. Here are three reasons why.

**1. Profit is the ultimate goal.** Let's face it, the purpose of running a business is to make money. Revenue is important, but it's just a means to an end. Profit, on the other hand, is what you get to keep after you've paid all your expenses. It's what you can use to invest back into your business, pay yourself, and create a better life for you and your family. By focusing on profit, you're aligning your goals with the very reason you started your business in the first place.

**2. Revenue doesn't necessarily mean success.** Generating high revenue can give you a false sense of security. It's easy

to think that if you're making a lot of money, you're doing everything right. But the truth is, revenue can be deceiving. You could have high revenue, but if your expenses are just as high (or higher), then you're not actually making any money. By focusing on profit, you're ensuring that your business is actually profitable and sustainable in the long run.

**3. Profit allows for flexibility and growth.** When you have a healthy profit margin, you have the flexibility to make strategic decisions that will benefit your business in the long term. You can invest in new equipment, hire more employees, or even expand into new markets. Without a focus on profit, you may not have the resources to take advantage of these opportunities, which can limit your potential for growth.

While revenue is an important metric, profit is the ultimate goal for any business owner as it ensures that your business is sustainable and allows you the space and flexibility to make better strategic decisions that will help your business grow.

Want to learn more about increasing your profits in your business? Email me at [hello@audreyfaustconsulting.com](mailto:hello@audreyfaustconsulting.com).



Goose's Montecristo Cigar Lounge  
is located in the

Goose Pond Center

250 W. Ridge Pike  
Limerick PA

484.902.8770

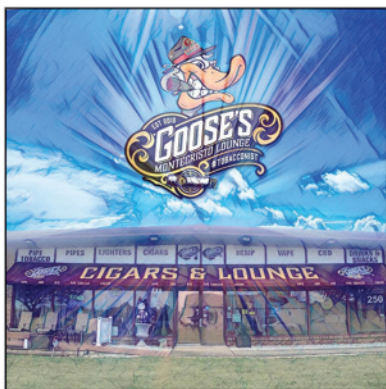
[www.cigargoose.com](http://www.cigargoose.com)



Goose's Tobacco Outlet and Café is excited to announce a couple of "Store within a Store" Concepts...



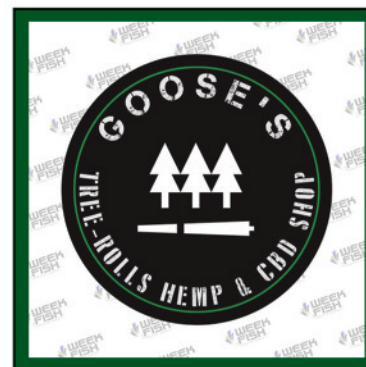
CIGARS & LOUNGE  
ROLL-YOUR-OWN TOBACCO  
VAPE, HEMP & CBD



Goose's in Limerick . . .  
Home of the Big Brands:

Montecristo (Premium Cigars),  
Vape, CBD (Tree Rolls), RYO  
(American Club), Pipe Tobacco  
(Sutliff), and Lighters (Xicar) . . .  
Check out our New Mural!

Come visit us and see our beautiful  
Retail & 2,500 sq ft Lounge areas!



Goose's Tree-Rolls Hemp & CBD Shop

We will have the best products in the World of Hemp and CBD with events featuring experts in that field.

Grand Opening of Both "Store within a Store" concepts will be May 1st!



Bruno's Record Corner

Bruno will be displaying classic vinyl Record Albums that produce top-quality sounds of classic Rock 'n' Roll Bands.