

## Pain, Fix, Benefit

| Pain 1  | Belief  | Our Fix   | Benefit   |
|---|---|---|---|
| Not enough sales.<br>-or-<br>Business needs to grow.          | Sell more things to more customers to get financial freedom | <ul style="list-style-type: none"> <li>Niche focus</li> <li>Product profit analysis</li> <li>External Innovation</li> </ul>             | <ul style="list-style-type: none"> <li>Faster, greater exposure in niche.</li> <li>Profits only in some products / services not all.</li> <li>Make your offer better &amp; efficient</li> </ul>   |
| Pain 2  | Belief  | Our Fix   | Benefit   |
| The business sucks money dry.                                 | Need to grow fast.<br>-or-<br>Need to run better.           | <ul style="list-style-type: none"> <li>Efficiency</li> <li>Expense analysis</li> <li>Internal Innovation</li> </ul>                     | <ul style="list-style-type: none"> <li>Same or better results with less effort by replicating what works and removing what doesn't</li> <li>Cut costs, leverage expenses</li> <li>Same customer benefit with less effort required to achieve it.</li> </ul> |
| Pain 3  | Belief  | Our Fix   | Benefit   |
| I don't make any money.<br>-or-<br>I don't make enough money. | Sell more.<br>-or-<br>Need to work harder.                  | <ul style="list-style-type: none"> <li>Repeatability</li> <li>Niche focus</li> <li>Cost cutting</li> <li>Internal Innovation</li> </ul> | <ul style="list-style-type: none"> <li>Repeatability translates into efficiency.</li> <li>Niche brings more money.</li> <li>Cost cutting brings more money.</li> <li>Better margins via internal innovation bring more money.</li> </ul>                    |
| Pain 4  | Belief  | Our Fix   | Benefit   |
| My expenses are too high.                                     | Unavoidable.<br>-or-<br>Don't have time.                    | <ul style="list-style-type: none"> <li>Efficiency</li> <li>Cut unnecessary expenses</li> <li>Niche focus</li> </ul>                     | <ul style="list-style-type: none"> <li>Efficiency reduces expenses.</li> <li>Kills expenses.</li> <li>Niches bring repeating predictable needs, which are fixed the same way.</li> </ul>  |



READY TO BUILD A BUSINESS THAT ACTUALLY PAYS YOU?

LET'S CHAT.

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# Meet Jodi Bariesheff, Your Certified Profit First Professional



When you work with North Okanagan Bookkeeping, you're not just getting a bookkeeper—you're gaining a strategic financial partner with the experience, credentials, and mindset to help you grow profitably and sustainably.



*Jodi Bariesheff, BBA, CPA*

Founder of North Okanagan Bookkeeping, Jodi is one of the few Certified Profit First Professionals in the Okanagan—and one of only 17 Certified Professional Bookkeepers in the region. With over a decade of hands-on bookkeeping expertise and a Bachelor of Business Administration, Jodi brings the precision of a professional bookkeeper and the strategic lens of a business coach.

As part of her Profit First Certification, Jodi implemented the method in her own firm—and the results were immediate. By using the same tools she now shares with clients, Jodi created greater clarity, better cash flow, and more take-home profit in her own business. She knows the system works—because she lives it.

## WHAT IS PROFIT FIRST?

Profit First is a globally recognized cash management method that flips the traditional model on its head—ensuring your business is profitable first, not last. It's simple, behavior-based, and works with your existing habits to help you:

### **Guarantee profit from every dollar earned**

- Pay yourself first
- Build up cash reserves
- Eliminate tax-time stress
- Take control of your finances—without spreadsheets and stress

## WHY WORK WITH A CERTIFIED PROFESSIONAL?

Anyone can read the book. But Certified Profit First Professionals are hand-selected, trained, and mentored by Profit First co-founder Mike Michalowicz's team—and held to the highest standards. We're part of a global network of elite accountants and bookkeepers who specialize in transforming businesses through simple, powerful financial systems.

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Uplift Your Financial Success



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