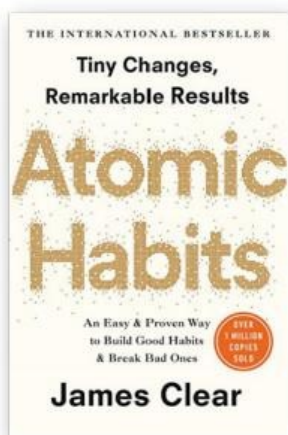
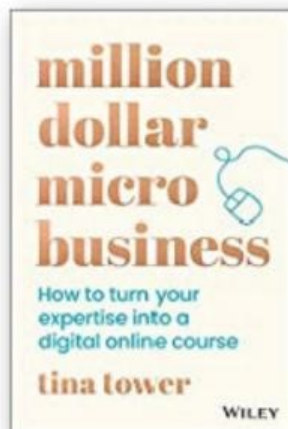


3 Books Every Business Owner Should Read



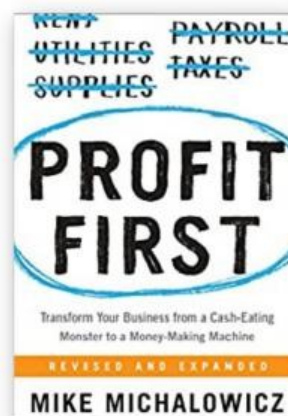
Atomic Habits By James Clear

This book isn't just about business, but about life. If you have missed the hype of this book, its time to get reading. Atomic Habits is a New York Times best seller and has sold over a million copies. When you start reading, you quickly understand why. Every person has the same number of hours in a day, how you use these hours, how you grow, how you form good and bad habits is all covered. Every little action leads to an outcome, James focuses on how each little habit can affect the overall outcome - these are atomic habits. Your business could benefit immensely from some of the lessons taught in this book - it has sold 1,000,000 + copies for a reason.



Million Dollar Micro Business: How to Turn Your Expertise Into a Digital Online Course By Tina Tower

Released June 2021, this is the second book by Australian entrepreneur Tina Tower who outlines how you can use your expert knowledge to create an online course. Selling your course again, and again, and again is the tool to generating a million-dollar income. This book is a great read for seasoned professionals, industry experts, or anyone looking to share their knowledge to generate an income.



Profit First: Transform Your Business from a Cash-Eating Monster to a Money-Making Machine by Mike Michalowicz

With over 3,900 reviews on Amazon and a 4.8/5 rating, this book is one favoured by many entrepreneurs and business owners. Michael takes a new approach to manage your businesses finances, no longer is it about sales-expense=profit. Instead, business owners should be looking at sales-profit = expense. Taking profit first, Michael outlines how business owners can drive their business from cash-eating to profitable cash cows.