

# AMY ROSE HERRICK, CHFC

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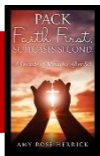
Amy is America's Profit Building Specialist. She is an AWESOME Podcast, Facebook Live, or talk show guest for your business owner audience. Her unique evergreen training systems are the dream solution to teach business owners how to unlock the next level of their business brilliance. Her secrets can quickly increase bottom-line profitability from \$10k-\$100k or more each year by uncovering hidden profit eating "black holes" and converting them into "secret profit centers".

## TOPICS

- ✓ Uncovering Your Secret Profits
- ✓ Business Succession Planning Errors
- ✓ Why Titling of Your Assets Matters
- ✓ How to Apply Amy's Rule of "10"
- ✓ Advertising Must Give You R.O.I.
- ✓ Why Breaking Even Is Never Enough
- ✓ 3 Biggest Mistakes Business Owners Make
- ✓ Author of several books on Amazon with content on business and personal topics

## SUGGESTED QUESTIONS

- Why do you encourage business owners to build their business to be sellable on demand from day one?
- Where are the "black holes" that drain profits from businesses, and why hasn't the accountant or bookkeeper found them by now?
- Why is verifying or updating every title of your assets important to the business owner or your partner?
- What is Amy's rule of "10"?
- How do you know when you are draining your profits needlessly on advertising?



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