

# *JewelerProfit*

**How to make money in repairs while putting out ZERO dollars for findings.**

## **PART 1 OF 2**

Many of you are doing very well, thank you. But there's many jewelers right now crying the blues as business is off. That has more to do with advertising than anything else, but that's not today's topic.

There are two kinds of money in your store. The first kind of money is profits. Profits come from charging more than it cost you to run your business. (Okay, everyone say 'duh' in unison!). But the other kind of money is cash flow. Have you every looked at your profit & loss statement and said

"If I've made all of that profit, just where the heck is it?" I can tell you, it's paying off debt you've accumulated. But now let's talk about cash flow.

Cash flow has no cost, its pure money. If I ask you to hold \$5000 for me for a month, you have no cost, just pure out \$5000 to hold OR do as you like. (Until I ask for it back).

While I'm gone, you can pay your bills, take the spouse off to a romantic weekend and it doesn't affect your own checkbook.

You can also go to Vegas, use my \$5000, win \$10,000 and come out ahead after paying me loan back. That's what I'm going to share with you now.

I want to share with you a way to improve your cash flow and make money at the same time.

Most all of you buy your findings from the big findings house and a bunch of other smaller findings houses. You might just look at the checks paid to these people and say "Gee whiz, I WISH MY NAME was on all of those checks!" Yeh, wouldn't you like to just get paid what you spend in findings? Mounts up, doesn't it?

Would you like to still GET the findings but not write any checks for them? Would that help your check book balance? Your cash flow? I bet it would.

Here's how: (Continued next week)