

# Millionaire **INSIDERS**

A stylized black silhouette of a city skyline with three buildings of varying heights, each with a grid of white squares representing windows.

Real Millionaires - Real Action

with Jaime Tardy, The Eventual Millionaire

Many people feel that you need to focus on the bottom line. Seema breaks out of this mold and tells us why you should focus more on your top line and how the rest will all fall into place. She is all about getting your top line where it needs to be.



02 Top Line Revenue with Seema Pissaris

## □ YOUR TOP LINE

The top line of your Profit and Loss form is all about what monies you have coming in. Seema explains that if this number is where it should be you can adjust your bottom line by trimming costs or hiring the correct person. The important thing is that you have the customer need and support bringing in monies.

## **TAKE ACTION NOW:**

Get your profit and loss statement and examine your top line.

## □ UNDERSTAND YOUR MARKET

To reach those profit goals you need to understand the other players in the market. Know what the big numbers in the industry are and the demographics. Figure out how big your potential population is that you will be catering to. Then figure out the size of the piece of pie you want to go after. Need to deepen your understanding your market? Seema explains that there are many resources available. Whether you are in the restaurant business, high tech, or any other business there are industry journals that provide invaluable information. Public libraries are good place to access resources on industry and marketing information.

## TAKE ACTION NOW:

Go to the library or search online for resources to deepen your understanding of your market.

## □ SET GOALS

Once you have figured out how much of the market you are going after set some goals. Set a goal for how much you will be making in a year. Next you need to break these down to smaller goals. Seema explains that by having these smaller goals you can make adjustments along the way to keep that main goal in sight.

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# TAKE

# ACTION NOW:

Write down your year-end goal. Now break it down to quarters and even monthly goals.

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# FINAL THOUGHT

Keeping close track of your numbers allows you to analyze things like why you did not reach a goal and allow you to make corrections. Seema reminds us to be as realistic as possible, understand your market, your customer's needs, and your ability to meet those needs.