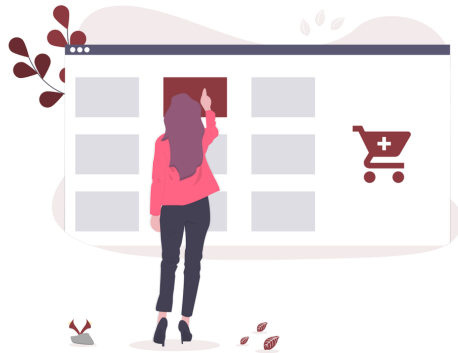


# Pomegranate Financial

Refresh & Simplify Your Financial Life

## 24 Rules For Businesses



### 1. Sell What the Market Will Buy

Solving a critical recurring problem is the best way to create a business.

### 2. Practice Separate Entities

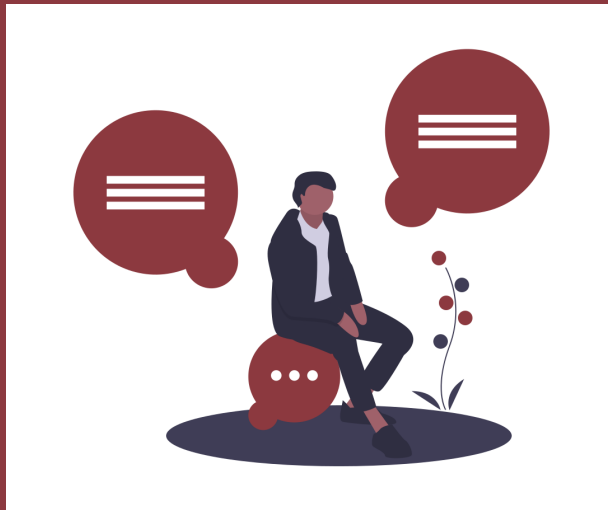
Keep personal & business money separate.

### 3. Start Small, Think Big

Learn basics when small and less costly.  
Then grow.

### 4. Be Nice Later

Don't give your product, services, or business capital away to friends & relatives.



## 5. Keep Good Records

Success comes from beating yesterday's sales and profit records.

## 6. Pay Yourself a Livable Salary

This eliminates taking all the cash out of the business for living expenses.

## 7. Buy Low, Sell High

The bigger the difference, the greater the potential profit.

## 8. Don't Eat Your Inventory

Consuming inventory or seed capital will quickly kill your business.





## 9. Use Multiple Suppliers

Negotiating with several suppliers for the best price is critical to success.

## 10. Buy on Credit, Sell for Cash

Selling product before payment to suppliers increases cash flow.

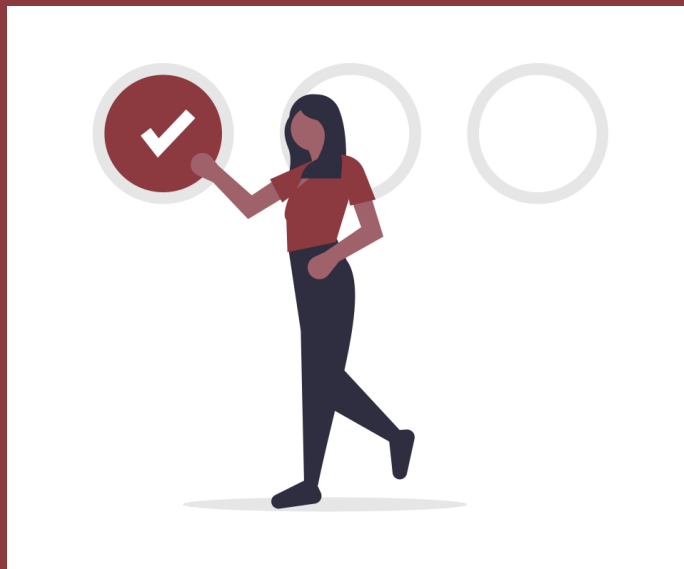
## 11. Purchase in Bulk

Suppliers usually sell products cheaper if purchased in volume.

## 12. Use Suggestive Selling

Suggest to each customer other items they might like or need.





### 13. Increase Sales, Decrease Costs

As the gap grows bigger, net profits also grow bigger.

### 14. Turn Your Inventory Often

Profit is made every time inventory is priced right and sold.

### 15. Value Your Customers

Keeping them coming back and buying more is a key to success.

### 16. Differentiate Your Business

Give customers a reason to return; better, cheaper, faster.





### 17. Hire Slow, Fire Fast

Screen potential employees carefully.  
Terminate bad hires quickly.

### 18. Inspect More, Expect Less

Consistent performance comes from  
inspecting, not expecting.

### 19. Have Written Agreements with Partners, Suppliers, & Employers

The duller pencil is better than the  
sharpest memory.

20. Work on Your Business 10 Hours  
a Day, Five & a Half Days a Week  
Anything less is a hobby.





## 21. Practice Kaizen

Kaizen means continual improvement. This is vital to income growth.

## 22. Make a Profit Every Day

If a work day goes by without profit, it's a loss.

## 23. Work on Your Business, Not Just In Your Business

Stand back and watch, then fix immediately.

## 24. Write Daily/Weekly Business Goals

Stretching for more will move business forward faster.

