

223: Maximize Your Profitability

10 Point Checklist

Mike Michalowicz

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a 10 point checklist that gives the next, real steps you can take for introducing these insights and optimizing your life.

Get **YOURSELF OPTIMIZED**

HOSTED BY **STEPHAN SPENCER**

A portrait of Mike Michalowicz, a man with a beard and mustache, wearing a suit and tie, smiling. The background is a light blue gradient.

“Entrepreneurship is interpreted to hustle and grind, but I don’t think the goal is to work more. The goal should be how to get more done by doing less. That’s the real mission.”

MIKE MICHALOWICZ

10 STEPS YOU CAN TAKE TODAY

Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.

- Aim to create a business that is dynamic and resilient. My business should be sustainable and able to thrive despite the changing tides of the economy.
- Keep up to date with trends in technology. For example, many businesses are embracing AI and immersive technology. If I am not careful, my skillset may become obsolete.
- Make sure my business is physically healthy before selling it. Sweat equity could eventually lead to huge profits.
- Invest wisely. Remember that I should avoid putting all my eggs in one basket and ensure that wherever I invest my money I am getting substantial returns.
- Set aside my profit before I calculate my expenses. I should create a bank account for this and it should remain untouched until I am ready to venture into something bigger.
- Cut unnecessary expenses and live below my means. Having money in the bank does not give me the freedom to spend.
- Set up protection for my finances and business. Make sure that every deal that is done comes with a contract that benefits all parties.
- Make it a goal to enable my business to run itself. Automation is the key to longevity.
- Create tiny habits that can help me improve myself and my business. Entrepreneurship can be a powerful tool for self-development.
- Check out [Mike Michalowicz's website](#) for more information on his workshop, services, and awesome business insights.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/maximize-your-profitability-with-mike-michalowicz>