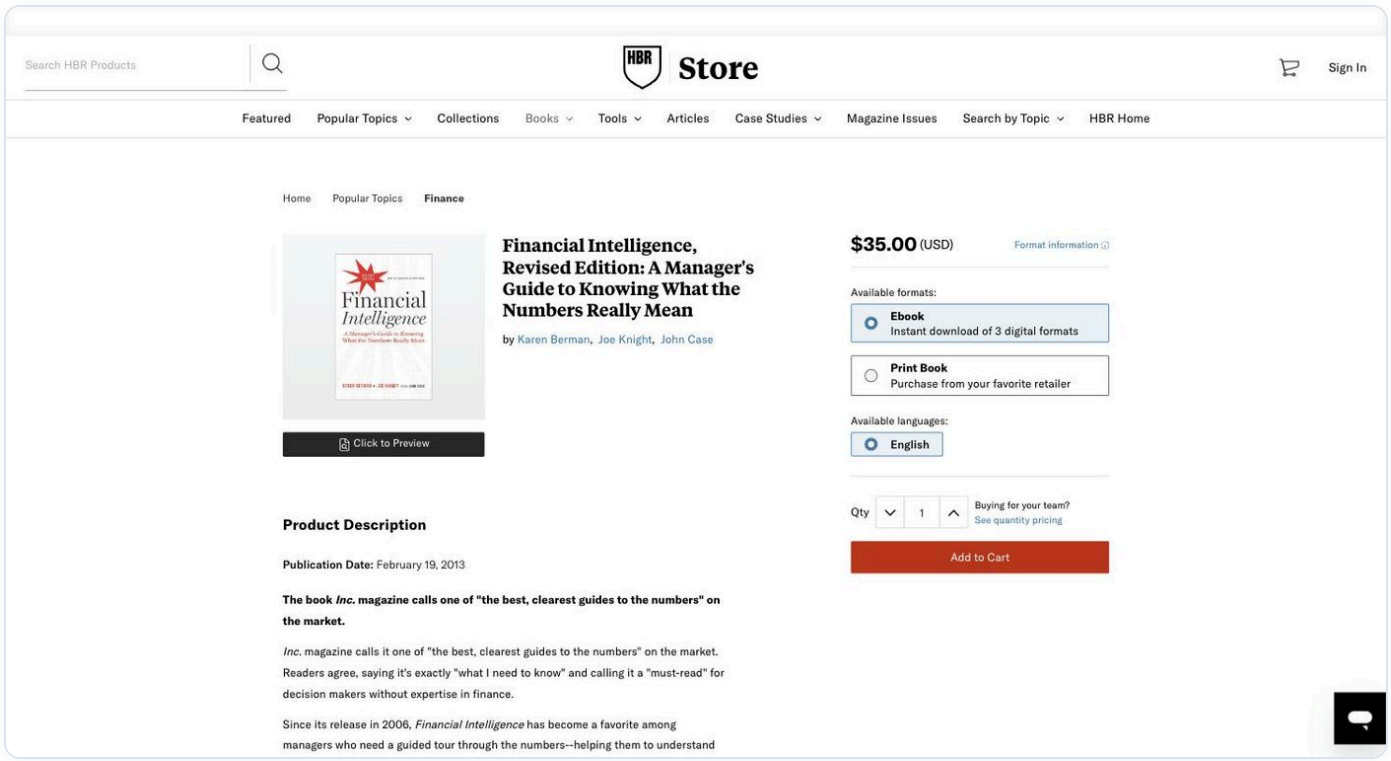
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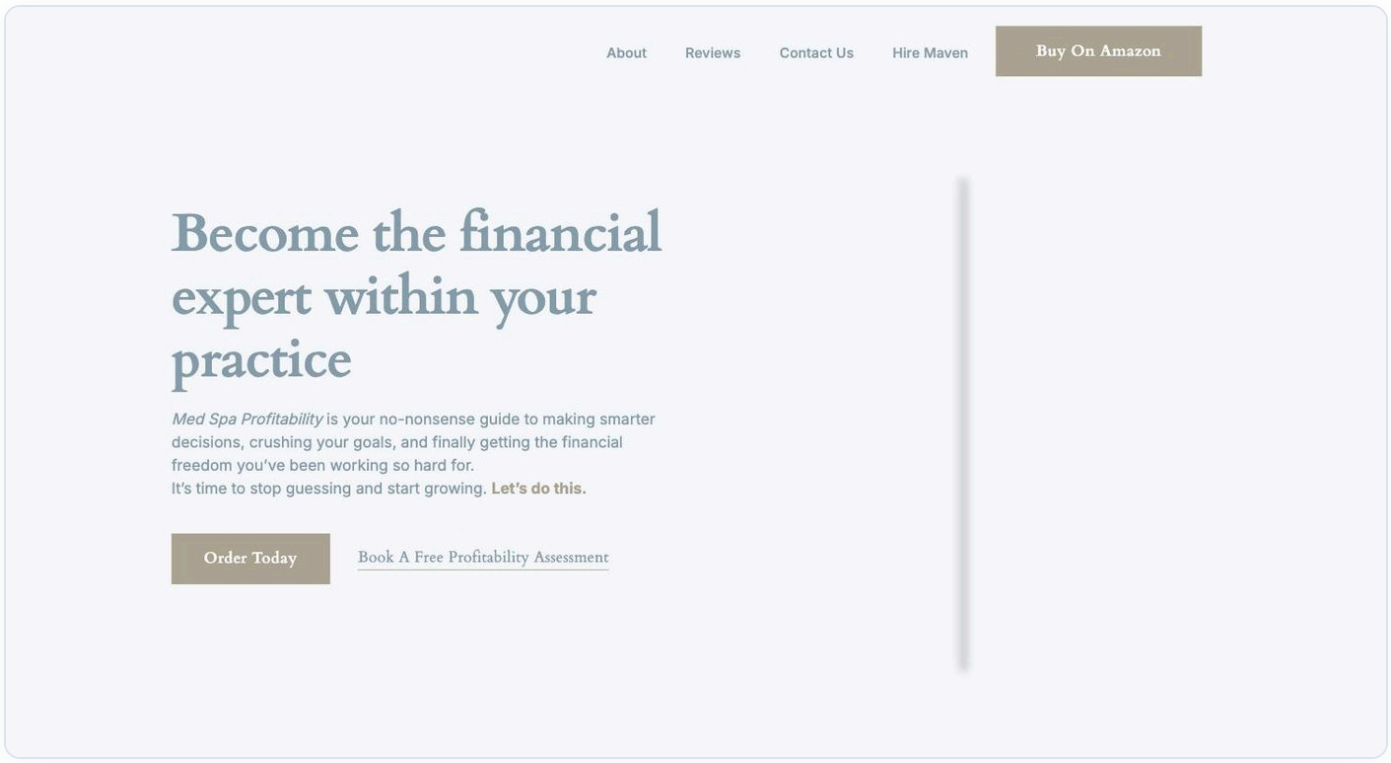
Reading list

Seven books, in the order to read them. The first two are enough for the first year.

Book	Authors	Why it is here
Financial Intelligence, Revised Edition: A Manager's Guide to Knowing What the Numbers Really Mean	Karen Berman and Joe Knight, with John Case (Harvard Business Review Press)	The best single book for an owner who is not an accountant. Read chapters 1 to 3 after Finance 1.
The Accounting Game	Darrell Mullis and Judith Orloff	Debits and credits taught through a lemonade stand. A weekend read that makes Finance 1 permanent.
Med Spa Profitability: What the Most Profitable Med Spas are Doing (and How You Can Do it Too)	Christin Trujillo and Jessica Nunn, CPA (Maven Financial Partners)	The one medspa specific finance book in print. Pricing, staffing cost and treatment ROI from a CPA who works only in aesthetics.
Simple Numbers, Straight Talk, Big Profits!	Greg Crabtree	Written for owner operated businesses under $5 million. Owner salary, labor productivity, and why net income is not the number.
Built to Sell	John Warrillow	Why recurring revenue and owner independence set the multiple. Read before any conversation about growth or exit.
Accounting Made Simple	Mike Piper	One hundred pages. A desk reference for when a term in the monthly package is unfamiliar.
The Membership Economy	Robbie Kellman Baxter	Why recurring relationships beat transactions, and how to design one. Read before Operations 6.



Source Harvard Business Review Press listing for Financial Intelligence, Revised Edition.



Source medspaprofitability.com, the book's site.

Also worth having: the annual **AmSpa Medical Spa State of the Industry Report** from the American Med Spa Association, the standard benchmark set for revenue, margin and patient behavior in the industry and the source of several targets on the scorecard; AmSpa's state legal summaries; and Google's Business Profile Help Center, which is free and is the primary source on local search.

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