



The Iconic Profit Software — find the leak before it finds you.

THE PROBLEM

Most owners think they have a marketing problem, a service problem, or a hiring problem. Usually they have a financial leak they can't see — and no amount of hustle, new hires, or ad spend fixes a leak you haven't found yet. By the time it shows up on a P&L, you've already paid for it twice.

THE SOLUTION

TIPS™ is a forensic financial diagnostic that finds exactly where a business is bleeding profit — not a generic bookkeeping review, and not a strategic plan built on assumptions. It's the audit that tells you what's actually true about your numbers before you spend another dollar trying to grow around the problem.

HOW IT WORKS

1. Forensic Review

We audit the business's financial structure line by line — revenue, cost, and the places where the two quietly stop matching the story you've been telling yourself.

2. The Diagnosis

You get a clear answer: where the leak is, what's causing it, and what it's costing you — in dollars, not vague direction.

3. The Fix

We hand you the number and the fix. If the fix is bigger than a conversation, that's when AI Workforce Design or 1:1 advisory picks up where the diagnosis leaves off.

WHO IT'S FOR

- Owners who feel the ceiling but can't find the crack in it
- Founders about to invest in marketing, hiring, or a rebrand — before spending on a guess
- Pre-sale founders who need the number right before a broker sees the books

WHY ICONIC

- 20+ years advising founder-led businesses across 32 industries
- Clients scaled from \$2M to \$20M
- A diagnostic built on financial forensics, not a strategic-plan template
- Built by a first-principles thinker — PhD in Physics, 3× #1 bestselling author
- Voted Business Innovator of the Year in 2025 | Morgentiq™ AI Workforce Design

Ready to see your number? Let's talk.

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