

New Book Empowers Business Owners to Escape the Grind and Reclaim Their Profits

Profit Optimization Program (POP) Offers 12 Proven Steps to Help Entrepreneurs Build Stronger, Smarter, and More Profitable Businesses Without Burnout



POP

PROFIT OPTIMIZATION PROGRAM

**12 Proven Steps to Grow Profits
and Run a Business That Doesn't Run You**



JOSEPH ABREU

New York City, New York Jun 26, 2025 (IssueWire.com) - Too many business owners are exhausted, overworked, and underpaid. In response to this all-too-common struggle, author and business strategist **Joseph Abreu** has released his new book, *Profit Optimization Program (POP): 12 Proven Steps to Grow Profits and Run a Business That Doesn't Run You*—a practical and empowering guide for entrepreneurs ready to take control of their business finances, systems, and mindset.

Based on Joseph's acclaimed coaching framework, the **Profit Optimization Program (POP)** breaks down the complex process of building a profitable business into 12 clear, actionable steps. With a focus on clarity, accountability, and sustainable growth, the book helps readers understand their financials, streamline their operations, and reclaim their time, so they can stop surviving and start growing.

"Most business owners don't struggle because they lack drive—they struggle because they don't have a roadmap," says Abreu. "*POP* gives them that roadmap, along with the tools to turn insights into real-world results."

From learning to read your Profit & Loss statement to identifying "ghost expenses" and building systems that support freedom, each chapter includes real-life examples and prompts to help business owners move from chaos to clarity.

The book is now available for **pre-order** on [Amazon](https://www.amazon.com) and [Glovisor.com](https://www.Glovisor.com) in both print and Kindle formats.

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