

# The First Law of Finance

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You Cannot Fix What You Hide





# We All Distort Reality When We're Hurting

Imagine a friend walking into your home after a painful argument with their spouse. They drop onto the couch and say, "She never listens, she doesn't care, I'm the only one trying."

But as you ask a few grounding questions, the picture shifts. It turns into, "I didn't tell her about the change in plans," or, "I guess I snapped first."

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This is the moment the **truth begins to appear**. Not because they were lying, but because **distress distorts perception**. It is far easier to feel wronged... than to examine our own part in the story.

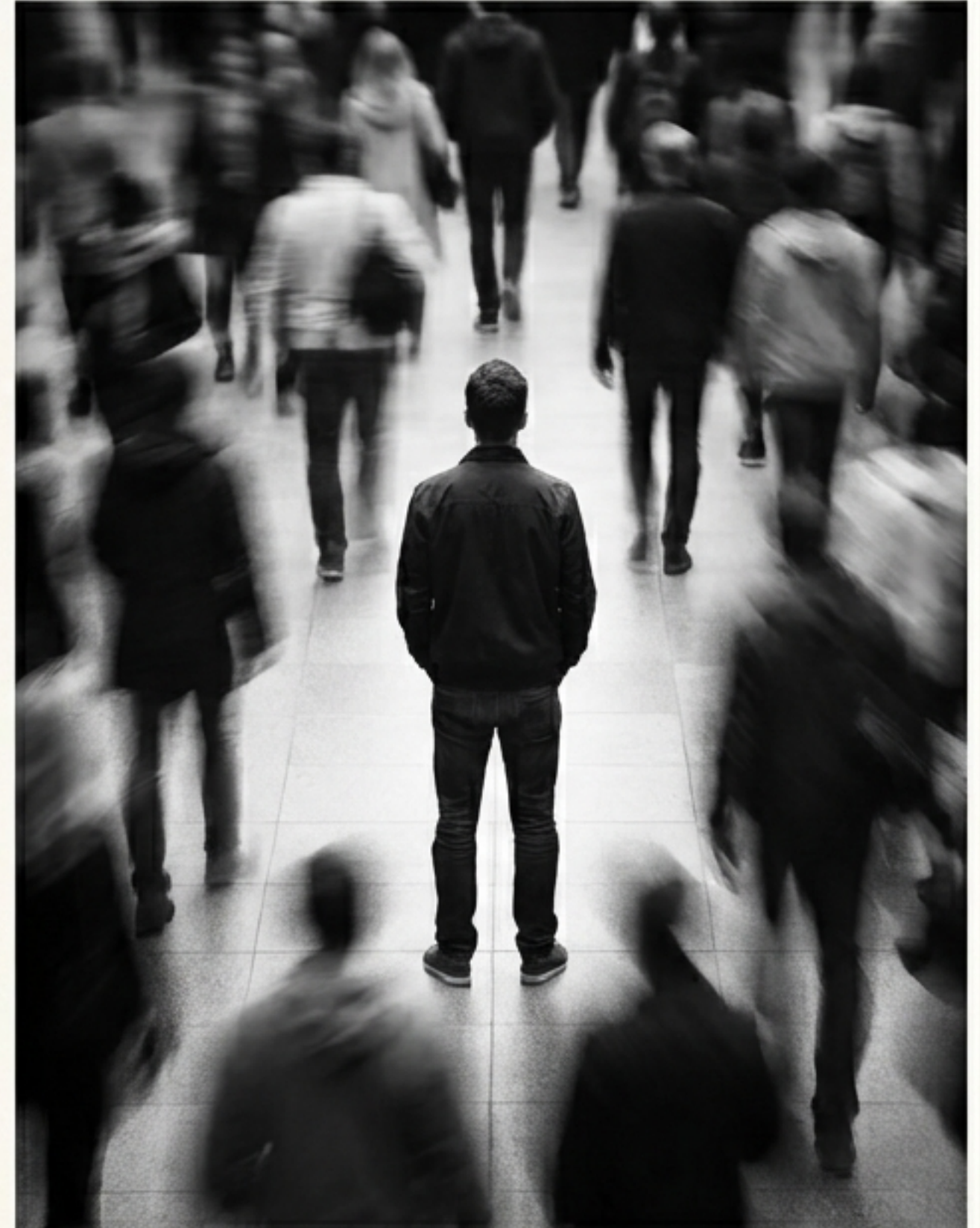


# Eventually, Reality Catches Up

Anecdote: "A student, convinced he had failed an exam, stood up and shouted, 'This test was unfair... it's your fault I failed. You're a terrible professor.' In reality, the exam was printed correctly. He hadn't noticed, hadn't studied, and had already failed the prior two tests."

The Turning Point: "When I calmly asked him to step outside, he looked to the students on either side of him... But no one backed him. The moment he realized he was standing alone, the **truth finally caught up to him.**"

Core Idea: "Progress requires clarity, and clarity requires truth. Most people avoid it because truth **forces accountability.**"





# This Problem Scales from People to Companies

Organizations struggle with the exact same issues individuals do: **distortion, bias, and incomplete information.**

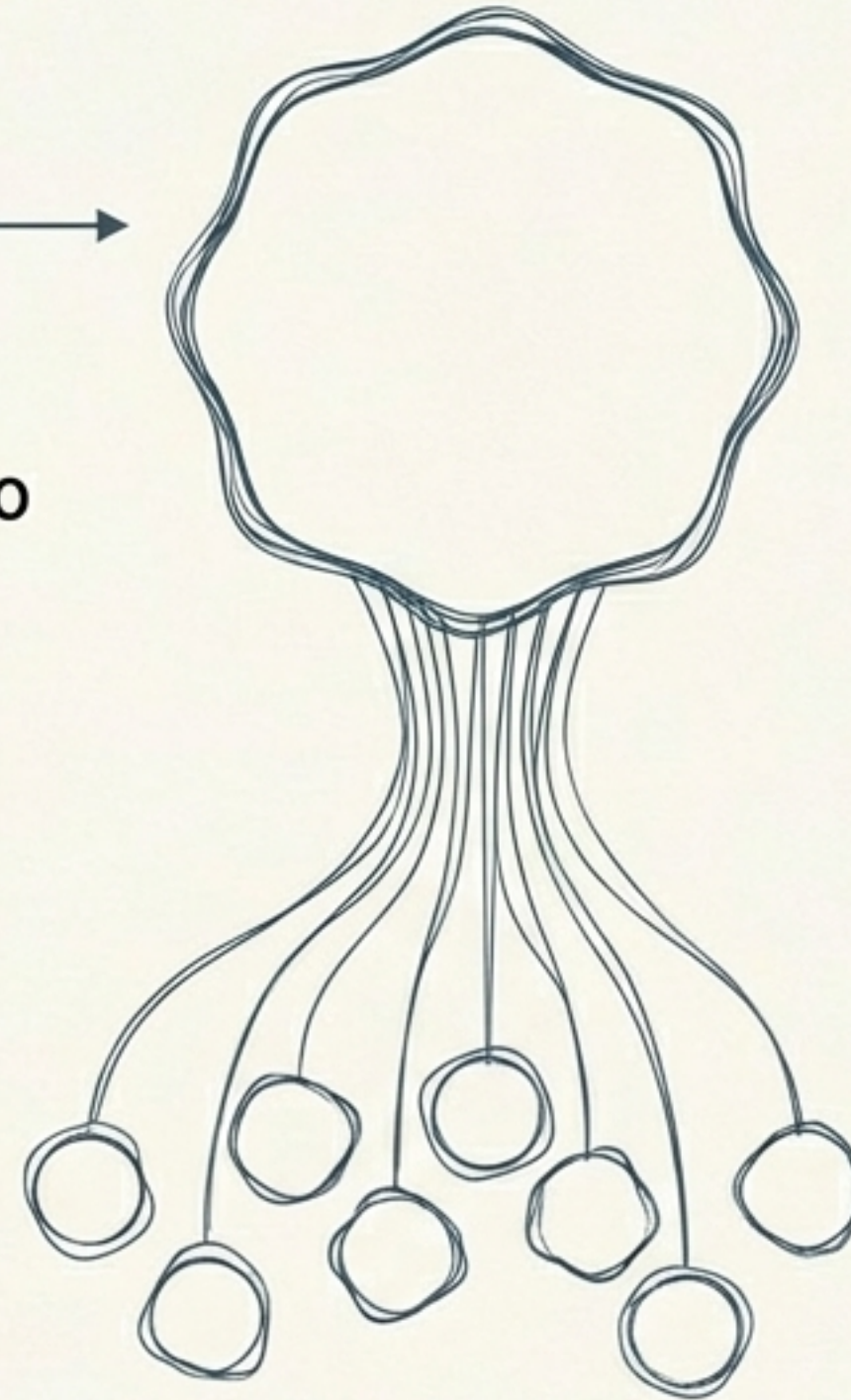
When people distort reality, the whole system inherits the distortion.

You can survey employees about their workload. →

Some will **exaggerate** to justify taking on less.

High performers will **underreport** to take on more, risking burnout.

Both patterns make it incredibly difficult to manage a business.



## The Leader's Dilemma

Leaders are often looking for one thing above all: a way to get **grounded in the truth.**

Without an accurate picture of reality, every decision becomes a **guess.**



# "How Did I Get Here?"

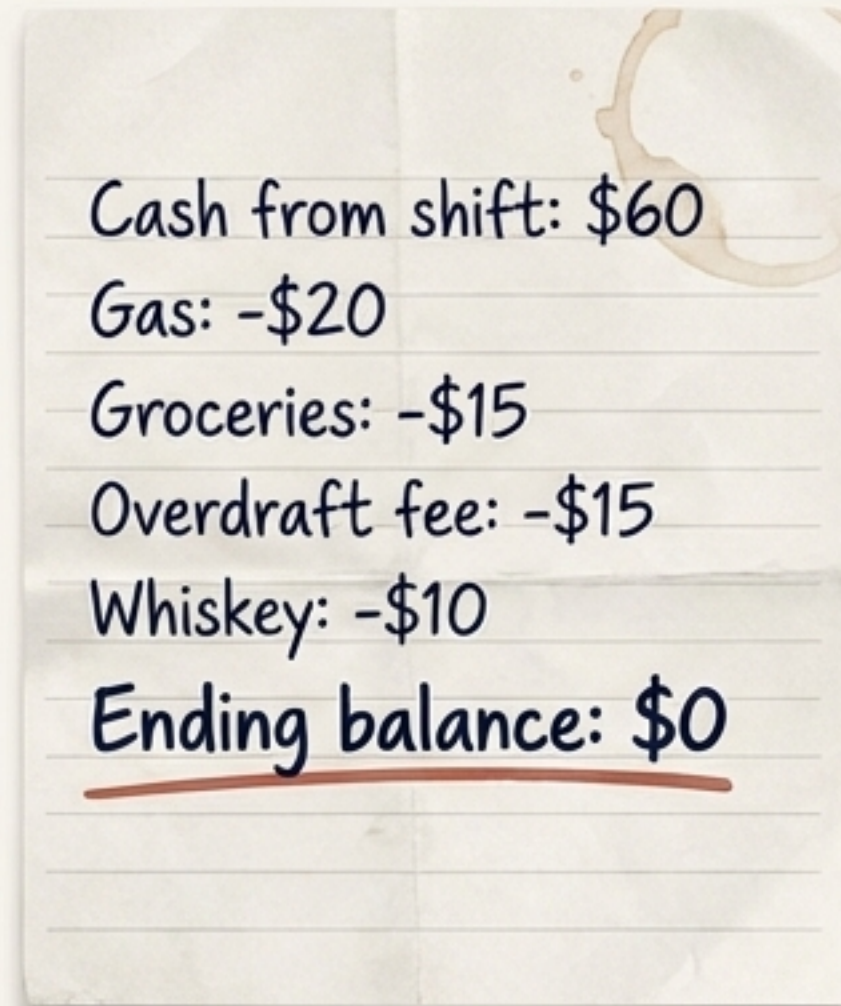
- Age 21, living out of a car.
- \$10,000 in credit card debt, plus a car loan.
- Recording studio started at 18 had collapsed.

My life felt like a blur of guesses. If I blamed the world, I became helpless. If I blamed myself, I became worthless. Neither story helped me...



# The First Piece of Evidence

In that moment, the only thing I truly controlled was the little bit of cash I had let slip through my fingers that day. I reached into the backseat, grabbed a coffee-stained notebook, and found a dying pen.



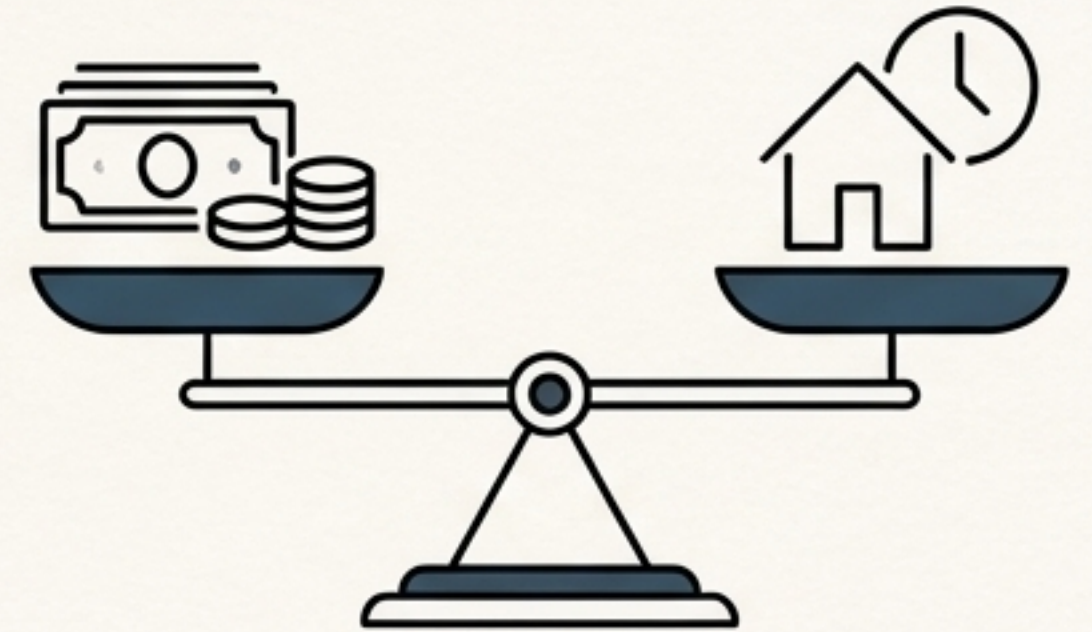
“A full day of work, and I ended as poor as when I started. That was my first, primitive financial statement. For the first time, I had evidence instead of a story. It was a piece of my life that couldn’t lie to me and I couldn’t hide from.”



# The Tool That Rarely Lies: Follow the Cash

After more than eighteen years in finance, accounting, and consulting, I have learned that one tool consistently cuts through the noise: cash.

Cash does not have an opinion.  
It does not distort, defend, or  
rationalize. It is as real as it gets.  
You either can pay rent this  
month or you cannot.



Money gives us a way to see the truth when stories, emotions, and incentives get in the way.



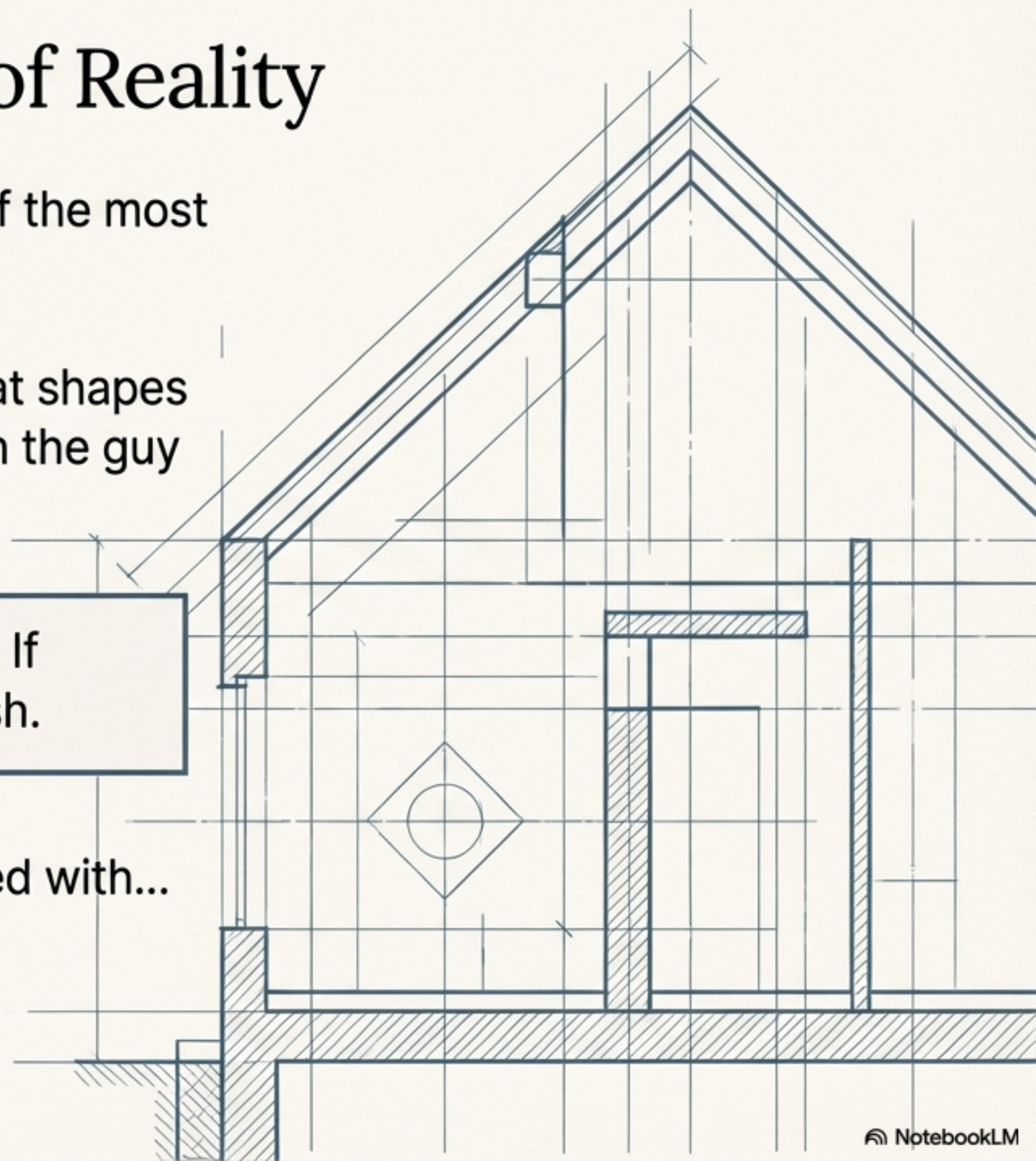
# Accounting is the Language of Reality

I didn't know it then, but I had stumbled onto one of the most important languages in the world: accounting.

It governs everything. It is the same set of rules that shapes Amazon and Apple, and the same rules that govern the guy sleeping in the sedan next to you.

**The Law:** The laws are simple, almost like gravity. If more goes out than comes in, you eventually crash.

**Relevance:** The most effective operators I've worked with... understand these fundamentals cold. They are the backbone of everything else.





# Tool 1: The Balance Sheet (A Snapshot in Time)

It shows what you own and what you owe at a specific point in time.

The Unforgiving Equation:  $\text{Assets} = \text{Liabilities} + \text{Net Worth (Equity)}$



## Assets

What you have to work with;  
resources you control.



## Liabilities

What you owe or have  
borrowed from others.



## Equity (Net Worth)

What you have earned or  
contributed; the portion that  
truly belongs to you.

On paper, a person with \$100,000 in cash might look wealthy. But the truth depends entirely on where that money came from.



# Tool 2: The Income Statement (The Engine of Your Story)

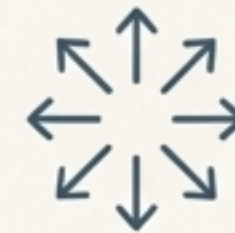
It shows if you are moving forward or falling behind over a period.  
It's what pushes you forward or leaves you sputtering.

$$\text{Revenue} - \text{Expenses} = \text{Profit (or Loss)}$$



Revenue

Money in (paycheck, tips, sales).



Expenses

Money out (rent, gas, coffee, whiskey).

If your expenses exceed your revenue, you have a loss. Over time, that loss eats into your net worth...  
If your revenue exceeds your expenses, you have a profit... This is the path toward freedom.



# The Two Tools That Never Lie

## 1. The Balance Sheet (A Snapshot in Time)

It shows what you own and what you owe. The equation is absolute:

$$\text{Assets} = \text{Liabilities} + \text{Net Worth (Equity)}$$



**Assets:** Resources you control (cash, car, investments).



**Liabilities:** What you owe (loans, credit card debt).



**Equity:** The portion that truly belongs to you.

## 2. The Income Statement (The Engine of Your Story)

It shows if you are moving forward or falling behind over a period.

$$\text{Revenue} - \text{Expenses} = \text{Profit (or Loss)}$$



**Revenue:** Money in (paycheck, side hustle).



**Expenses:** Money out (rent, food, interest).

**Accounting** is the language of reality. It is governed by simple, unforgiving laws. These two statements provide the objective truth of where you stand.

**A profit builds your net worth. A loss consumes it. This is the foundation.**



# From Lying to Himself to a \$500,000 Business

## The Problem

A small advertising business owner proudly told me he made \$200k a year... His entire worldview was built on one outlier month that he had mentally multiplied by twelve.

## The Reality

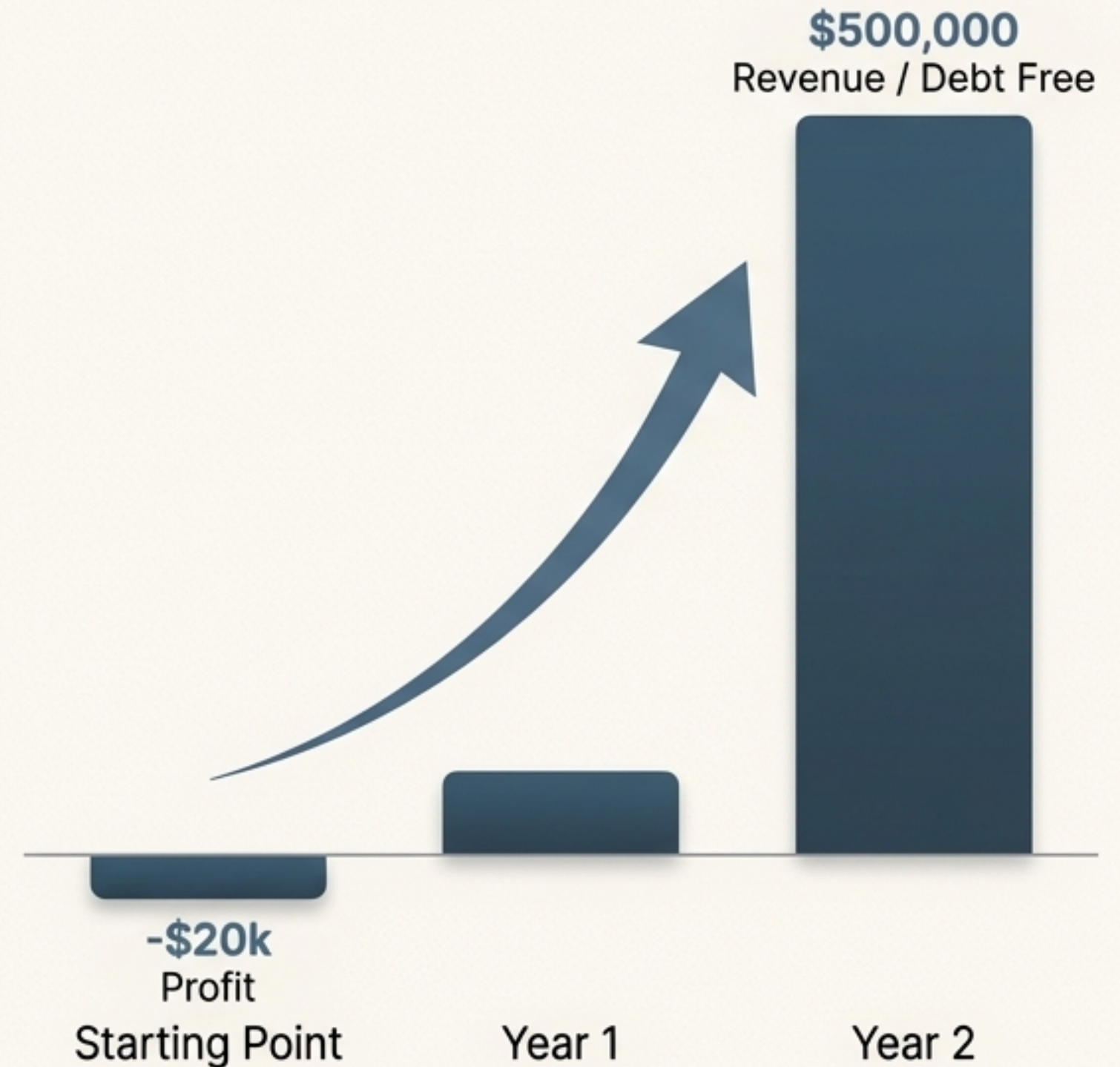
He was actually earning \$80k, spending \$100k, had \$30k in debt, and hadn't paid taxes in years.

## The Solution

Only when we saw the truth could we fix the business. We identified the drivers... cut unnecessary expenses, and rebuilt the foundation.

## The Result

Within two years, the business grew past \$500,000 a year and wiped out its debt... The transformation didn't come from some secret strategy. It came from the courage to confront reality.





# But Honesty is a Practice, Not a One-Time Fix

## The Relapse

After the owner saw early progress, he drifted away from the work... He had slipped back into the same patterns. He neglected the business, went back to an expensive lifestyle... and eventually his marriage ended in divorce.

## The Core Issue

Self-deception in our finances rarely stays contained. It spreads into every part of life.







He reached out again... I asked him the one question that determines everything...  
"Can you commit to telling yourself the truth this time?"  
I never heard back.



# Your First Step: Seeing the Truth Clearly

Before you can set meaningful goals, you need a foundation rooted in truth. A house built on sand collapses. A house built on rock stands. That “rock” is honesty with yourself.

This exercise is meant to be quick. Do not calculate, justify, or open spreadsheets. Simply write down what you already know.

1.  What is your current financial position? (List what you have and what you owe.)
2.  What don't you know? (Identify the gaps and hidden truths.)
3.  What is your personal income statement? (Money in vs. money out for a recent period.)
4.  What does the story say? (Read it as if it belonged to someone else. What seems obvious?)





# The Path Forward Becomes Clear When You Work With Reality

Every transformation begins with seeing reality as it is. Not the version you prefer, not the one softened by emotion, and not the one distorted by blame. The truth comes from objective facts—what you can write down, measure, and prove.

**Courage makes the truth usable. And  
once you have the truth, the path  
forward becomes clear.**