



## PURPOSE

Credly Digital Badges is issued upon completion of the course and is a universal way to recognize, share and celebrate achievements through social media.

When your client shares their badge on social media sites, the programming on the badge will allow anyone to click on it to read a description, learn about the criteria to earn the badge, and a congratulations message. By doing this, a social viral loop is created thus increasing the number of prospects for your product.

Following is the sample of details we require for your Credly badge. Please note that the word limit for each section.

ITEM	EXAMPLE	YOUR COPY
<b>Description</b> <ul style="list-style-type: none"><li>• <b>456 characters max</b></li></ul>	Certified Profit First Professionals are uniquely qualified to help businesses dramatically increase their profits by using the Profit First system of cash management. A Certified Profit First Professional Firm is capable of leveraging the principles of Profit First and guiding their clients through the implementation of the Profit First system in their businesses.	

<p><b>Criteria</b></p> <ul style="list-style-type: none"> <li>● <b>492 characters max</b></li> </ul>	<p>Recipients of the Certified Profit First Professional Firm designation must complete an advanced online course and pass a final exam that tests on both the theory and the practical applications of Profit First. They must also implement the system in their own firm and in two clients' businesses. When combined with the course training, the final exam ensures the public that the recipient has attained a level of competence appropriate for professional practice.</p>	
<p><b>Congratulations</b></p> <ul style="list-style-type: none"> <li>● <b>500 characters max</b></li> </ul>	<p>Congratulations on successfully completing the Certified Profit First Professional Firm course and achieving the designation of Certified Profit First Professional Firm. We are pleased to issue your official badge, and encourage you to share it with the world. But remember, what's far more valuable than any badge or certificate is the knowledge you now have. Again, congratulations on a job well done! – Mike Michalowicz and Ron Saharyan, co-founders of Profit First Professionals.</p>	