

# GROWTH Strategies

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## A Monthly EXPERT Featured Article from GROWTH STRATEGIES

Dear Stephen,

The 'To Your Success' newsletter is a MONTHLY piece that features a carefully selected Expert Professional with sound, relevant experience to GROW your business!

It is my privilege to introduce to you: **Mr. Martin Birkbeck with Go 4 Big.**

To Your Success,

Stephen

**In This Issue**  
**What Is Your Exit Strategy?**

**Stephen H. Jones**



GROWTH STRATEGIES  
Provides "Hands On"  
Sales & Marketing  
Consulting with a  
GUARANTEE!

## What Is Your Exit Strategy?

While it may sound like a question that would not necessarily apply to small to mid size businesses, it is even **more applicable** to small to mid size businesses than it is to large businesses or corporations.

YOUR mindset should be that of an individual **creating an asset to sell** instead of an employee looking for job flexibility.



The exit strategy should be developed for the owner of the



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business. It should be defined by the owner of the business very early in the life cycle of the business.

**A Recent True Story:**

I met with a woman the other day to discuss selling her business. When I asked her what her main reason for selling was, she told me that she has never made more money before in her life-yet she still has nothing to show for it.

Translated: She had tremendous revenues and even greater expenses because she wasn't managing the company, she was doing the job.

Sadly, as it stands right now, she has nothing to sell because she is the key revenue creator and there isn't anything in place to sell.

This business owner was so deeply involved in the day to day operations that she could not be a good manager of the business. **She was working "in" the business and not "on" the business.** To gain true value for her efforts, at some point she must start working her way into a management and ownership role instead of just owning a job.

Part of her problem was the unrealistic expectation that she could just start a business and treat it like a job where she was the boss. **A good company has repeatable systems and processes.** A good business owner understands that growing a successful business involves a great deal more than being one of the best employees-and being the boss at the same time.

We constantly hear that each business should have a Mission and a Vision. True enough. But you should also know that an owner without a vision for the business **and a vision for their exit from the business** is a business owner who will not get the most out of their business.

How much is taking a little time to plan in advance worth to you?

3 Questions You Should Ask Yourself:

- Do you have a job or do you own a business?
- Are you creating an asset to sell?
- Will you sell when the business is attractive, or just under duress because you didn't have a plan to sell?

Here are 6 key questions I ask my clients to help them plan for their successful exit strategy:

- When do you plan to leave your business?
- How much will you get for your business?
- What is your business worth today?
- What are the factors that determine the sale price of businesses in your industry?
- When should you be taking steps to get your business ready to sell?
- What steps do you need to take today to prepare your business for sale?

Take the time to define your exit strategy NOW, so that you can sell your business and be a wealthier person in the future.

**Martin Birkbeck is a Certified Business Coach and Licensed Business Broker.**

Visit [MetroBrokers.com/Martin.Birkbeck](http://MetroBrokers.com/Martin.Birkbeck) for further information, or contact Martin directly at 678.475.0384 or [Martin@Go4Big.com](mailto:Martin@Go4Big.com)

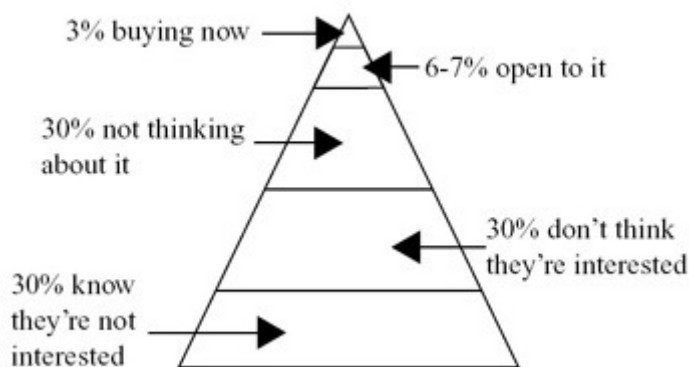


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## Did You Know...?

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