

## Built To Sell: Creating A Business That Can Thrive Without You

'This book is straightforward, factual and to the point. Any Leader responsible for business growth should read it! A blueprint full of practical tools to inspire you into action'—Craig Donaldson - Chief Executive Officer, Metro Bank (RANKED NUMBER ONE IN GLASSDOOR'S HIGHEST RATED CEO 2016) If you asked a cross-section of business leaders, business owners and entrepreneurs what their biggest business challenge would probably hear the same recurring thought: growing their business in a sustainable, predictable, yet profitable way – quickly. It's a common problem for businesses and individuals never reach their full potential, always yearning for the 'thing' that will catapult them into significance, but not knowing what it is. Whether you're an entrepreneur starting out, or a director, executive or business leader climbing the corporate ladder, the building blocks to Grow are universally applicable. Developed in the real world laboratory of thousands of businesses in twenty-seven countries spanning the globe, Built to Grow is a proven, time-tested model to unlock the real potential in your business. Avoid the common pitfalls of a trial and error approach to business growth. Built to Grow is full of practical strategies, tools and ideas, backed up with real world case studies to illustrate what works and why, leaving you equipped to transform your businesses performance and drive tangible results. Built to Grow is destined to become your hands-on 'go-to' guide, your roadmap to accelerated, sustained and profitable business growth.

thimblesofplenty is a group of friends who also happen to be business people and avid readers. We wanted to keep up with the latest in business and found that time was a factor. So we divided out the work and each of us took a book and summarised it for the others. We thought it would be a good idea to share these summaries with you. For a small price and a 3 minute time investment, our summary gives you some of the wisdom from the book for thought and hopefully the impetus to make some time to read the whole book!

What to Say, How to Say It, Why It Matters If you're trying to sell something-whether it's a product, a service, or an idea-you are facing consumers who listen less and question more. The Language of Trust is for anyone who must sell ideas, products, services, or even the intangible that just doesn't want to hear it. Based on pioneering consumer research, The Language of Trust shows you how to regain the confidence of your audience and customers and communicate with them on their terms. You'll learn what words to use, what words to lose, and how to structure your message to overcome skepticism and build and keep the trust of your audience.

Too many financial advisors simply close shop when they decide to exit the business—squandering untold goodwill and legacy business. How to Build Your Financial Advisory Business and Sell It at a Profit? By applying the advice of Al Depman, a.k.a. "The Practice Doctor," you can transform your financial services practice into a business that will add substantial wealth to your retirement nest egg. How to Build Your Financial Advisory Business and Sell It at a Profit through the steps of developing, managing, and growing a profitable practice you can sell for enhanced value or bequeath to family members. This book guides you through the process of forming a sound plan for your financial services business, including how to: Create a team of advocates and administration Build a sophisticated referral process Develop sales and case development systems Write a best-practices operations manual Leverage new technology to streamline operations Put a succession plan in place Building a long-term business model is not just good for your future—it can make you happier and more profitable today. You'll be able to spend more time with clients. You'll put more energy into finding new ones and more on referral sources. And someone else will do the grunt work. Use How to Build Your Financial Advisory Business and Sell It at a Profit to turn your business into more than a simple means to a paycheck—and reap the rewards of your hard work long after you choose to leave the firm.

Customer Success

The Partnership Charter

Companies That Choose to Be Great Instead of Big, 10th-Anniversary Edition

Sell with a Story

400+ Simple Ways to Make a Difference in Yourself--And the World

Roadmap to Revenue

How to Start, Run, and Sell a Bootstrapped Business

Built from Scratch

***The #1 New York Times bestseller. Over 4 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: make time for new habits (even when life gets crazy); overcome a lack of motivation and willpower; design your environment to make success easier; get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.***

***From the creator of Product Launch Formula: A new edition of the #1 New York Times best-selling guide that's redefined online marketing and helped countless entrepreneurs make millions. The revised and updated edition of the #1 New York Times bestseller Launch will build your business - fast. Whether***

***you've already got an online business or you're itching to start one, this is a recipe for getting more traction and a fast start. Think about it: What if you could launch like Apple or the big Hollywood studios? What if your prospects eagerly counted down the days until they could buy your product? And you could do it no matter how humble your business or budget? Since 1996, Jeff Walker has been creating hugely successful online launches. After bootstrapping his first Internet business from his basement, he quickly developed a process for launching new products and businesses with unprecedented success. And once he started teaching his formula to other entrepreneurs, the results were simply breathtaking. Tiny, home-based businesses started doing launches that brought in tens of thousands, hundreds of thousands, and even millions of dollars. Whether you have an existing business or you're starting from scratch, this is how you start fast. This formula is how you engineer massive success. Now the question is this: Do you want to start slow, and fade away from there? Or are you ready for a launch that will change the future of your business and your life?***

***One of the greatest entrepreneurial success stories of the past twenty years When a friend told Bernie Marcus and Arthur Blank that “you’ve just been hit in the ass by a golden horseshoe,” they thought he was crazy. After all, both had just been fired. What the friend, Ken Langone, meant was that they now had the opportunity to create the kind of wide-open warehouse store that would help spark a consumer revolution through low prices, excellent customer service, and wide availability of products. Built from Scratch is the story of how two incredibly determined and creative people—and their associates—built a business from nothing to 761 stores and \$30 billion in sales in a mere twenty years. Built from Scratch tells many colorful stories associated with The Home Depot’s founding and meteoric rise; shows that a company can be a tough, growth-oriented competitor and still maintain a high sense of responsibility to the community; and provides great lessons useful to people in any business, from start-ups to the Fortune 500.***

***Are you ready to turn your ideas into reality and build a wildly successful business? There has never been a better time to say yes! With a computer and an Internet connection you can get your ideas, messages, and business out there like never before and create so much success. In this book, Carrie Green shows you how. Carrie started her first online business at the age of 20—she knows what it’s like to be an ambitious and creative woman with big dreams and huge determination . . . but she also knows the challenges of starting and running a business, including the fears, overwhelm, confusion, and blocks***

**that entrepreneurs face. Based on her personal, tried-and-tested experience, she offers valuable guidance and powerful exercises to help you:**

- **Get clear on your business vision**
- **Move past the fears and doubts that can get in the way**
- **Understand your audience, so you can truly connect with them**
- **Create your brand and build a tribe of raving fans, subscribers, and customers**
- **Manage your time, maintain focus, and keep going in the right direction**
- **Condition yourself for success . . . and so much more!**

**If you're a creative and ambitious female entrepreneur, or are contemplating the entrepreneurial path, this book will provide the honest, realistic, and practical tools you need to follow your heart and bring your vision to life.**

**3 Minute Summary of Built to Sell Creating a Business That Can Thrive Without You by John Warrillow**

**The Automatic Customer**

**The Language of Trust**

**Built to Grow**

**Clockwork**

**How to Sell Almost Anything Online, Build a Business You Love, and Live the Life of Your Dreams**

**Product-Led Growth**

**Make Great Money. Work the Way You Like. Have the Life You Want.**

**“No two exit experiences are exactly alike. Some people wind up happy with the process and satisfied with the way it turned out while others look back on it as a nightmare. The question I hope to answer in this book is why. What did the people with ‘good’ exits do differently from those who’d had ‘bad’ exits?”** When pioneering business journalist and Inc. magazine editor at large Bo Burlingham wrote *Small Giants*, it became an instant classic for its original take on a common business problem—how to handle the pressure to grow. Now Burlingham is back to tackle an even more common problem—how to exit your company well. Sooner or later, all entrepreneurs leave their businesses and all businesses get sold, given away, or liquidated. Whatever your preferred outcome, you need to start planning for it while you still have time and options. The beautiful part is that if you start early enough, the process will lead you to build a better, stronger, more resilient company, as well as one with a higher market value. Unfortunately, most owners don’t start early enough—and pay a steep price for their procrastination. Burlingham interviewed dozens of entrepreneurs across a range of industries and identified eight key factors that determine whether owners are happy after leaving their businesses. His book showcases the insights, exit plans, and cautionary tales of entrepreneurs such as Ray Pagano: founder of a leading manufacturer of housings for security cameras. He turned down a bid for his company and instead changed his

management style, resulting in a subsequent sale for four times the original offer. **Bill Niman: founder of the iconic Niman Ranch, which revolutionized the meat industry. He learned about unhappy exits when he was forced to sell to private equity investors, leaving him with nothing to show for his thirty-five years in business. Gary Hirshberg: founder of organic yogurt pioneer Stonyfield Farm. He pulled off the nearly impossible task of finding a large company that would buy out his 275 small investors at a premium price while letting him retain complete control of the business. Through such stories, Burlingham offers an illuminating and inspirational guide to one of the most stressful, and yet potentially rewarding, processes business owners must go through. And he explores the emotional challenges they face at every step of the way. At the end of the day, owning a business is about more than selling goods and services. It's about making choices that shape your entire life, both professional and personal. Finish Big helps you figure out how to face your future with confidence and be able to someday look back on your journey with pride.**

**Built to Sell** Creating a Business That Can Thrive Without You Penguin

**"An astonishing 94.6% of businesses fail to sell, closing at an enormous cost to the owner, their family, their staff and the economy. It's a shocking realisation to many business owners that after all the courage it took to start, the creativity and care it took to build, every business faces only two possible ends: a sale or closure. So you've got to build to sell. Sweat, Scale, Sell shares real business-building stories about how ordinary business owners changed their fate using the Asset of Value™ method, a practical approach to building a winning business. With Pavlo Phitidis, they Sweated to reshape their business to be relevant to a changing world; they built a solid foundation for Scale; and then they pressed hard on the accelerator to ramp up growth in preparation for Sale to create a business any buyer would want. Phitidis draws on 25 years of direct experience in conceptualising and building businesses across four continents. He has developed and brought to market business assets in excess of US\$300 million through a combination of business start-ups, turnarounds, sales and acquisitions. Phitidis started, built and sold 12 businesses in nine years and took the lessons from the two failures, two IPOs and eight sales to build a business that builds businesses. As a co-founder of Aurik he has worked with over 1 500 established businesses across most sectors in the economy, including family businesses, partnerships and lone business owners."--Back cover.**

**A revolutionary approach to enhancing productivity, creating flow, and vastly increasing your ability to capture, remember, and benefit from the unprecedented amount of information all around us. For the first time in history, we have instantaneous access to the world's knowledge. There has never been a better time to learn, to contribute, and to improve ourselves. Yet, rather than feeling empowered, we are often left feeling overwhelmed by this constant influx of information. The very knowledge that was supposed to set us free has instead led to the**

**paralyzing stress of believing we'll never know or remember enough. Now, this eye-opening and accessible guide shows how you can easily create your own personal system for knowledge management, otherwise known as a Second Brain. As a trusted and organized digital repository of your most valued ideas, notes, and creative work synced across all your devices and platforms, a Second Brain gives you the confidence to tackle your most important projects and ambitious goals. Discover the full potential of your ideas and translate what you know into more powerful, more meaningful improvements in your work and life by Building a Second Brain.**

**The Million-Dollar, One-Person Business, Revised**

**Creating Products That Captivate Customers**

**The Step-By-Step Guide for Building a Great Company**

**How a Couple of Regular Guys Grew The Home Depot from Nothing to \$30 Billion**

**Selling Ideas in a World of Skeptics**

**An All-Purpose Tool Kit for Entrepreneurs**

**How Great Entrepreneurs Exit Their Companies on Top**

**Maximize Profits by Investing in Your People**

How maverick companies have passed up the growth treadmill – and focused on greatness instead. It's an axiom of business that great companies grow their revenues and profits year after year. Yet quietly, under the radar, a small number of companies have rejected the pressure of endless growth to focus on more satisfying business goals. Goals like being great at what they do, creating a great place to work, providing great customer service, making great contributions to their communities, and finding great ways to lead their lives. In *Small Giants*, veteran journalist Bo Burlingham takes us deep inside fourteen remarkable companies that have chosen to march to their own drummer. They include Anchor Brewing, the original microbrewer; CitiStorage Inc., the premier independent records-storage business; Clif Bar & Co., maker of organic energy bars and other nutrition foods; Righteous Babe Records, the record company founded by singer-songwriter Ani DiFranco; Union Square Hospitality Group, the company of restaurateur Danny Meyer; and Zingerman's Community of Businesses, including the world-famous Zingerman's Deli of Ann Arbor. Burlingham shows how the leaders of these small giants recognized the full range of choices they had about the type of company they could create. And he shows how we can all benefit by questioning the usual definitions of business success. In his new afterward, Burlingham reflects on the similarities and learning lessons from the small giants he covers in the book. Drawing upon a six-year research project at the Stanford University Graduate School of Business, James C. Collins and Jerry I. Porras took eighteen truly exceptional and long-lasting companies and studied each in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as

midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from the comparison companies and what were the common practices these enduringly great companies followed throughout their history?" Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the 21st century and beyond.

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: \* Teachable: focus on products and services that you can teach employees to deliver. \* Valuable: avoid price wars by specialising in doing one thing better than anyone else. \* Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

Despite all the high-tech tools available to salespeople today, the most personal method still works best. Through storytelling, a salesperson can explain products or services in ways that resonate, connect people to the mission, and speak to the part of the brain where decisions are made. The well-crafted story can pack the emotional punch to turn routine presentations into productive relationships. In *Sell with a Story*, author Paul Smith, one of the world's leading experts in organizational storytelling, focuses his wildly popular and proven formula to the sales arena. He identifies the ingredients of the most effective sales stories and reveals how to:

- Select the right story
- Craft a compelling and memorable narrative
- Incorporate challenge, conflict, and resolution
- And more

Learning from model stories, skill-building exercises, and enlightening examples from Microsoft, Costco, Xerox, Abercrombie & Fitch, Hewlett-Packard, and other top companies, readers will soon be able to turn their personal experiences into stories that introduce yourself, build rapport, address objections, add value to the product, bring data to life, create a sense of urgency . . . and most importantly, sell! "If you're serious about increasing your effectiveness as a communicator and looking to transform your sales results, *Sell with a Story* is for you. This book empowered and energized me, and I know it will do the same for you." --Mike Weinberg, consultant, speaker, and author

Lunch with Lucy

How to Pick a Winning Product, Build a Real Business, and Become a Seven-Figure Entrepreneur

The Win Without Pitching Manifesto

Million Dollar Consulting

### Buy Then Build

How to Build Your Financial Advisory Business and Sell It at a Profit

Launch (Updated & Expanded Edition)

### The Pumpkin Plan

Can your software sell itself? Convention and the trillion-dollar sales industry claim that it's impossible for your product to sell itself. Yet successful software businesses like Slack, Dropbox, Atlassian, and HubSpot make millions selling to customers who never once reached out to a sales rep. In *Product-Led Growth: How to Build a Product That Sells Itself*, growth consultant Wes Bush challenges the traditional SaaS marketing and sales playbook and introduces a completely new way to sell products. Bush reveals how your product--not expensive sales teams--can be the main vehicle to acquire, convert, and retain customers. In this step-by-step guide to Product-Led Growth, Bush explains: Why you should flip the traditional sales process on its head and turn your product into a sales machine; How to decide whether your business should use a free trial, freemium, or hybrid model; How to turn free users into happy, paying customers. History tells us that "how" you sell is just as important as "what" you sell. Blockbuster couldn't compete with Netflix by selling the same digital content, and you need to decide "when" not "if" you'll innovate on the way you sell. Are you going to be product-led? Or will you be disrupted, too?

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The *Startup Owner's Manual* guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The *Startup Owner's Manual* was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

*Transformational Leadership Through Empathy* When entrepreneur Sherry Deutschmann first decided to start

a business, she knew she wanted to build something totally different. In her first book, *Lunch with Lucy*, Sherry tells the story of the creation of that company, LetterLogic, and how she turned it into a \$40-million company by putting employees first—even ahead of customers and shareholders. Putting her people first took many forms, with an extremely generous profit sharing plan and fair living wages among them. But the centerpiece and heart of LetterLogic's culture was the employee-centric practice Sherry designed called "Lunch with Lucy"—a practice that removed the hierarchical dynamics found in most organizations. On any given Wednesday, any employee could invite "Lucy" (Sherry's midday moniker) out to lunch, at a place of their choice, with the bill picked up by Sherry. At these events, Sherry wasn't the CEO. She was "Lucy," a co-worker. By making herself 100% available, "Lucy" created a judgment-free environment where she could learn about a team member's dreams, ambitions, and challenges—and gain their insight into what she was doing right or wrong as a leader. She credits this approach with the success of her company. *Lunch with Lucy's* interior, refreshingly laid out like courses on a menu, invites us to see how a leader's choices directly impact employee morale, engagement, and commitment—and in this author's case, ultimately led to a healthy and hearty bottom line. Sherry's voice is new, and her honesty, humor, and humility shine through this story of a woman building a successful business through empathetic leadership and uncommon, commonsense business practices, one lunch at a time. Sit down at the table and learn about a business model that is truly transformational.

This fun, enlightening book features 401 everyday activities to help you become a better person and make a positive impact on the people around you. *How to Be a Better Person* is a unique and practical guide that can help you easily turn your good intentions into meaningful actions. Each activity serves as a daily inspiration for you to make a positive impact in your home, community, and relationships. With exercises designed to foster cheerfulness, kindness, generosity, gratitude, acceptance and inclusion, integrity, and honesty, you can learn how easy it is to be the person you've always wanted to be.

How Innovative Companies Are Reducing Churn and Growing Recurring Revenue

Finish Big

Design Your Business to Run Itself

Turn Your Ideas into Reality and Become a Wildly Successful Entrepreneur

Build Your Business Into an Asset of Value

Creating a Business That Can Thrive Without You

How to Build a Product That Sells Itself

***This is the road map to a seven-figure business . . . in one year or less The word "entrepreneur" is today's favorite buzzword, and any aspiring business owner has likely encountered an overwhelming number of so-called "easy paths to success." The truth is that building a real, profitable, sustainable business***

**requires thousands of hours of commitment, grit, and hard work. It's no wonder why more than half of new businesses close within six years of opening, and fewer than 5 percent will ever earn more than \$1 million annually. 12 Months to \$1 Million condenses the startup phase into one fast-paced year that has helped hundreds of new entrepreneurs hit the million-dollar level by using an exclusive and foolproof formula. By cutting out the noise and providing a clear and proven plan, this roadmap helps even brand-new entrepreneurs make decisions quickly, get their product up for sale, and launch it to a crowd that is ready and waiting to buy. This one-year plan will guide you through the three stages to your first \$1 million:**

- The Grind (Months 0-4): This step-by-step plan will help you identify a winning product idea, target customers that are guaranteed to buy, secure funding, and take your first sale within your first four months.**
- The Growth (Months 5 - 8): Once you're in business, you will discover how to use cheap and effective advertising strategies to get your product to at least 25 sales per day, so you can prove you have a profitable business.**
- The Gold (Months 9-12): It's time to establish series of products available for sale, until you are averaging at least 100 sales per day, getting you closer to the million-dollar mark every single day. Through his training sessions at Capitalism.com, Ryan Daniel Moran has helped new and experienced entrepreneurs launch scalable and sustainable online businesses. He's seen more than 100 entrepreneurs cross the seven-figure barrier, many of whom go on to sell their businesses. If your goal is to be a full-time entrepreneur, get ready for one chaotic, stressful, and rewarding year. If you have the guts to complete it, you will be the proud owner of a million-dollar business and be in a position to call your own shots for life.**

**The must-read summary of John Warrilow's book: "Built to Sell: Creating a Business that Can Thrive Without You". This complete summary of the ideas from John Warrilow's book "Built to Sell" shows how difficult it can be for business owners to become less involved in their business. In his book, the author explains an eight-step process that entrepreneurs can use to ensure that the business can run without them and become a valuable asset that can be sold. By following this plan, you can increase the value of your business and ensure it is successful in its own right. Added-value of this summary:**

- Save time**
- Understand key principles**
- Expand your business knowledge**

**To learn more, read "Built to Sell" and follow the eight-step process to make your company more independent and a high-value asset.**

**Learn how to sell like a natural, even if sales aren't really your thing. So you didn't dream of becoming a salesperson as a kid? That's okay few of us did. If you are...\*an entrepreneur\*a small business owner\*a**

**network marketer\****a sales professional who is passionate about a product, a service, or a paycheck, but are struggling to close deals, this book was written just for you. For many people, sales doesn't come naturally. It can be outside of your comfort zone and outside of your skillset. Yet it's one of the most lucrative careers available. Being successful in sales can give you financial freedom. It allows you to determine what you want your income to be, and go after it. You can truly determine how much you make. But first, you have a few skills to master. In The "I'm Not a Salesperson" Sales Book Amy Walker shares the secrets to sales success including finding the success zone for your personal sales. Walker defines the success zone as that magical place where your skillset, mindset, and activity are all strong. In The "I'm Not A Salesperson" Sales Book, you'll receive specific tools you can use to strengthen each of those three critical areas. You'll learn the critical skills to converting new clients while building strong relationships with clients and potential clients. The "I'm Not a Salesperson" Sales Book covers...\****Tools to reset your sales mindset and set you up for success\*Templates for your most important conversations to build your own high-converting scripts\*The formula to overcome any sales objection with ease\*The psychology of sales, and how the best sales start with powerful questions**The "I'm not a Salesperson" Sales Book is your detailed guidebook to successfully closing deals, increasing sales, and building a solid foundation for your business. Here's what you'll find in the book: Foreword by Lisa Lieberman-Wang Introduction Chapter 1: How to Sell When Selling Just Isn't Your Thing Chapter 2: The Success Zone: Mindset, Skillset, Action Chapter 3: Qualifying your Leads Chapter 4: Scripting for Success Chapter 5: Focus Intro Chapter 6: Overcoming Objections Chapter 7: Overcoming the Financial Objection Chapter 8: Overcoming the Time Objection Chapter 9: Overcoming the Spouse Objection Chapter 10: How to Sell to Indecisive People Chapter 11: How to Sell to Difficult People Chapter 12: Weird Sales Tricks that Work Chapter 13: Always Know Your Numbers Chapter 14: Where Marketing and Sales Intersect The Book also includes templates for your most important scripts including: 1. Your FOCUS Intro Script 2. Reach out scripts for phone, email, and getting through the gatekeeper 3. Qualifying/Setter Script 4. High-Ticket Sales Script 5. Overcoming The Most Common Sales Objections The "I'm Not A Salesperson" Sales Book: Sell Like A Natural Even If You're Not will give you simple, actionable tools to help you improve your sales immediately! Grab your copy today and watch your bank account increase!

**Do you worry that your business will collapse without your constant presence? Are you sacrificing your family, friendships, and freedom to keep your business alive? What if instead your business could run**

***itself, freeing you to do what you love when you want, while it continues to grow and turn a profit? It's possible. And it's easier than you think. If you're like most entrepreneurs, you started your business so you could be your own boss, make the money you deserve, and live life on your own terms. In reality, you're bogged down in the daily grind, constantly putting out fires, answering an endless stream of questions, and continually hunting for cash. Now, Mike Michalowicz, the author of Profit First and other small-business bestsellers, offers a straightforward step-by-step path out of this dilemma. In Clockwork, he draws on more than six years of research and real life examples to explain his simple approach to making your business ultra-efficient. Among other powerful strategies, you will discover how to: Make your employees act like owners: Free yourself from micromanaging by using a simple technique to empower your people to make smart decisions without you. Pinpoint your business's most important function: Unleash incredible efficiency by identifying and focusing everyone on the one function that is most crucial to your business. Know what to fix next: Most entrepreneurs try to fix every inefficiency at once and end up fixing nothing. Use the "weakest link in the chain" method to find the one fix that will add the most value now. Whether you have a staff of one, one hundred, or somewhere in between, whether you're a new entrepreneur or have been overworked and overstressed for years, Clockwork is your path to finally making your business work for you.***

***Zero to Sold***

***Creating a Subscription Business in Any Industry***

***Good to Great***

***Built to Last***

***How to deliver accelerated, sustained and profitable business growth***

***Street Smarts***

***The Startup Owner's Manual***

***Built to Sell***

Your business success is now forever linked to the success of your customers Customer Success is the groundbreaking guide to the exciting new model of customer management. Business relationships are fundamentally changing. In the world B.C. (Before Cloud), companies could focus totally on sales and marketing because customers were often 'stuck' after purchasing. Therefore, all of the 'post-sale' experience was a cost center in most companies. In the world A.B. (After Benioff), with granular per-year, per-month or per-use pricing models, cloud deployments and many competitive options, customers now have the power. As such, B2B vendors must deliver success for their clients to achieve success for their own businesses. Customer success teams are being created in companies to quarterback the customer lifecycle

and drive adoption, renewals, up-sell and advocacy. The Customer Success philosophy is invading the boardroom and impacting the way CEOs think about their business. Today, Customer Success is the hottest B2B movement since the advent of the subscription business model, and this book is the one-of-a-kind guide that shows you how to make it work in your company. From the initial planning stages through execution, you'll have expert guidance to help you: Understand the context that led to the start of the Customer Success movement Build a Customer Success strategy proven by the most competitive companies in the world Implement an action plan for structuring the Customer Success organization, tiering your customers, and developing the right cross-functional playbooks Customers want products that help them achieve their own business outcomes. By enabling your customers to realize value in your products, you're protecting recurring revenue and creating a customer for life. Customer Success shows you how to kick start your customer-centric revolution, and make it stick for the long term.

"One is tempted to say 'the only book you'll need on starting a business.' Brilliant! Genius! Choose your superlative-it'll fit."-Tom Peters  
People starting out in business tend to seek step-by-step formulas or rules, but in reality there are no magic bullets. Rather, says veteran company-builder Norm Brodsky, there's a mentality that helps street-smart entrepreneurs solve problems and pursue opportunities as they arise. Brodsky shares his hard-earned wisdom every month in Inc. magazine, in the hugely popular "Street Smarts" column he cowrites with Bo Burlingham. Now they've adapted their best advice into a comprehensive guide for anyone running a small business.

Pinocchio, The Tale of a Puppet follows the adventures of a talking wooden puppet whose nose grew longer whenever he told a lie and who wanted more than anything else to become a real boy. As carpenter Master Antonio begins to carve a block of pinewood into a leg for his table the log shouts out, "Don't strike me too hard!" Frightened by the talking log, Master Cherry does not know what to do until his neighbor Geppetto drops by looking for a piece of wood to build a marionette. Antonio gives the block to Geppetto. And thus begins the life of Pinocchio, the puppet that turns into a boy. Pinocchio, The Tale of a Puppet is a novel for children by Carlo Collodi is about the mischievous adventures of Pinocchio, an animated marionette, and his poor father and woodcarver Geppetto. It is considered a classic of children's literature and has spawned many derivative works of art. But this is not the story we've seen in film but the original version full of harrowing adventures faced by Pinnocchio. It includes 40 illustrations.

The Long-Awaited Update for Building a Thriving Consultancy Completely updated for today's busier-than-ever consultants, this classic guide covers the ins and outs for competing and winning in this ultracompetitive field. You'll find step-by-step advice on how to raise capital, attract clients, create a marketing plan, and grow your business into a \$1 million-per-year firm, plus brand-new material on: Blogging and social networking Global consulting Delegating labor Profiting in a troubled market Retainer business Internet marketing Praise for the previous editions of Million Dollar Consulting: "If you're interested in becoming a rich consultant, this book is a must read." Robert F. Mager, founder and president, Mager Associates, and member of the Training & Development Hall of Fame "Blast out of the per diem trap and into value billing." Jim Kennedy, founder, publisher, and editor, Consultants News "The advice on developing price structure alone is worth a hundred times the price of the book." William C. Byham, Ph.D., author of Zapp! "Must reading for those who are beginning a practice or seeking to upgrade an existing practice." Victor H. Vroom, John G. Searle Professor, School of Management, Yale University

Successful Habits of Visionary Companies

Why Some Companies Make the Leap...And Others Don't

Turn Your Business Into One You Can Sell

Pinocchio, the Tale of a Puppet

How to Be a Better Person

12 Months to \$1 Million

Small Giants

A Simple Strategy to Grow a Remarkable Business in Any Field

***MBA MEETS MAIN STREET*** Finally, the positive economic news every businessperson is waiting to hear. Jack Garson says the long economic downturn will give way to a major buying spree by cash-rich companies—and they could be in the market to purchase your small or medium-sized business. It's the ultimate payday for everyone who wants to live the American dream, whether they're starting a business or already own one. Millions of dollars are on the table. But will you and your business be ready? *How to Build a Business and Sell it for Millions* is a must-read for every business owner and would-be entrepreneur. In entertaining and elaborate detail, Garson outlines the vital moves your company needs to make to become an attractive acquisition by other firms: · Do you have a competitive edge that sets you apart from your competition? · Are both you and your company sustainable and able to outlast the bad times to become a success? · Can you stop being a "Derek," the boss who suffers from "Founder's Dilemma," micromanaging everything big and small? *How to Build a Business and Sell it for Millions* uses real life examples to explain how the goal of selling your company needs to be linked to every business decision you make: hiring, compensation, contracts, financial reporting and dozens of other areas often overlooked by busy entrepreneurs. While many business owners struggle to get to the next day, Garson has the inside scoop on achieving the opportunity of a lifetime— selling your company for vast riches. In *How to Build a Business and Sell It for Millions*, MBA meets Main Street, with a combination of inspiration and invaluable practical advice.

***From the Publisher:*** America's 27 million business owners want to build sellable companies so that they can retire, travel, cash out, or just sleep well at night knowing they could sell. Unfortunately, just 1 out of 100 business owners are successful in selling their company each year because too many have built unsellable companies. Readers of *Built To Sell* will learn: -The 8 steps to creating a sellable company -How to attract multiple strategic bidders for their business -How to maximize their valuation and get the highest possible price for their business -The secret to getting their cash up front and avoiding a lengthy earn out Described by one reader as "John Grisham meets Jim Collins", John Warrillow's new book provides business owners with a blueprint for creating a sellable company.

Each year Americans start one million new businesses, nearly 80 percent of which fail within the first five years. Under such pressure to stay alive—let alone grow—it's easy for entrepreneurs to get caught up in a never-ending cycle of "sell it—do it, sell it—do it" that leaves them exhausted, frustrated, and unable to get ahead no matter how hard they try. This is the exact situation Mike Michalowicz found himself in when he was trying to grow his first company. Although it was making steady money, there was never very much left over and he was chasing customers left and right, putting in twenty-eight-hour days, eight days a week. The punishing grind never let up. His company was alive but stunted, and he was barely breathing. That's when he discovered an unlikely source of inspiration—pumpkin farmers. After reading an article about a local farmer who had dedicated his life to growing giant pumpkins, Michalowicz realized the same process could apply to growing a business. He tested the Pumpkin Plan on his own company and transformed it into a remarkable, multimillion-dollar industry leader. First he did it for himself. Then for others. And now you. So what is the Pumpkin Plan? Plant the right seeds: Don't waste time doing a bunch of different things just to please your customers. Instead, identify the thing you do better than anyone else and focus all of your attention, money, and time on figuring out how to grow your company doing it. Weed out the losers: In a pumpkin patch small, rotten pumpkins stunt the growth of the robust, healthy ones. The same is true of customers. Figure out which customers add the most value and

*provide the best opportunities for sustained growth. Then ditch the worst of the worst. Nurture the winners: Once you figure out who your best customers are, blow their minds with care. Discover their unfulfilled needs, innovate to make their wishes come true, and overdeliver on every single promise. Full of stories of other successful entrepreneurs, The Pumpkin Plan guides you through unconventional strategies to help you build a truly profitable blue-ribbon company that is the best in its field.*

*The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?*

*The Essential Moves for Every Small Business*

*How Acquisition Entrepreneurs Outsmart the Startup Game*

*How to Sell the Way Your Customers Want to Buy*

*Built to Love*

*Summary: Built to Sell*

*Atomic Habits*

*An Easy & Proven Way to Build Good Habits & Break Bad Ones*

*How To Start Out Right With Your New Business Partnership (or Fix The One You're In)*

**The self-employment revolution is here. Learn the latest pioneering tactics from real people who are bringing in \$1 million a year on their own terms. Join the record number of people who have ended their dependence on traditional employment and embraced entrepreneurship as the**

ultimate way to control their futures. Determine when, where, and how much you work, and by what values. With up-to-date advice and more real-life success stories, this revised edition of *The Million-Dollar, One-Person Business* shows the latest strategies you can apply from everyday people who--on their own--are bringing in \$1 million a year to live exactly how they want.

Entrepreneurs have a problem: startups. Almost all startups either fail or never truly reach a sustainable size. Despite the popularity of entrepreneurship, we haven't engineered a better way to start. ...Until now. What if you could skip the startup phase and generate profitable revenue on day one? In *Buy Then Build*, acquisition entrepreneur Walker Deibel shows you how to begin with a sustainable, profitable company and grow from there. You'll learn how to: ? Buy an existing company rather than starting from scratch? Use ownership as a path to financial independence? Spend a fraction of the time raising capital? Find great brokers, generate your own "deal flow," and see new listings early? Uncover the best opportunities and biggest risks of any company? Navigate the acquisition process? Become a successful acquisition entrepreneur? And more *Buy Then Build* is your guide to outsmart the startup game, live the entrepreneurial lifestyle, and reap the financial rewards of ownership now.

*Built to Love* reveals how companies can create captivating products that energize the marketplace and set the standard for what customers want and expect. Firms often hope the answer is to produce the latest high technology devices - only to find that they fail to light up the marketplace. Or firms rely on ads that overstate or mislead, leaving the customer disappointed and disillusioned. Instead, a deeper emotional engagement between the customer and product is required, regardless of whether the products are physical products, services, technologies, software, systems, or brands. Using a combination of industry - based research and laboratory experiments, the authors demonstrate that customers will richly pay for products that authentically provide emotional fulfillment. They uncover the science behind successful products that create an avid and loyal following, and they present evidence that product emotions increase a product's success in the marketplace as well as a firm's success in the stock market (even when the economy is down!). A practical how - to guide, the book next shows how to analyze customers' emotional needs and translate those needs into features that galvanize customers. Throughout, the book uses revealing case studies that show how to energize customers in both consumer and business - to - business worlds, in both large and small firms.

Buyers have changed the way they buy. But sellers have been slow to change the way they sell. This disconnect is proving to be frustrating for both sellers and buyers. Sellers aren't getting the sales they need, and buyers aren't getting the information they need to make a buying decision. In this one-of-a-kind revenue-growth how-to book, *Revenue Coach Kristin Zhivago* lays out the method that she has used to help hundreds of business owners and managers reverse-engineer their successful sales so they can manufacture new sales in quantity. Armed with these methods, managers can map out their customers' buying process and take the right steps to support every stage of that buying process. They can position their products and services in a way that will make them more attractive and valuable to prospective customers. They can focus their efforts on marketing and selling methods that will work (and stop wasting money on those that won't); produce content that satisfies buyer concerns; and use social media channels in a way that appeals to customers - and leads to more sales.

*She Means Business*

*The "I'm Not A Salesperson" Sales Book: Sell Like A Natural Even If You're Not A Proven Method to Organize Your Digital Life and Unlock Your Creative Potential*

*Review and Analysis of Warrilow's Book*

*Sweat, Scale, Sell*

## **How to Build a Business and Sell It for Millions**

### **Building a Second Brain**

#### **How to Capture Attention, Build Trust, and Close the Sale**

**The lifeblood of your business is repeat customers. But customers can be fickle, markets shift, and competitors are ruthless. So how do you ensure a steady flow of repeat business? The secret—no matter what industry you're in—is finding and keeping automatic customers. These days virtually anything you need can be purchased through a subscription, with more convenience than ever before. Far beyond Spotify, Netflix, and New York Times subscriptions, you can sign up for weekly or monthly supplies of everything from groceries (AmazonFresh) to cosmetics (Birchbox) to razor blades (Dollar Shave Club). According to John Warrillow, this emerging subscription economy offers huge opportunities to companies that know how to turn customers into subscribers. Automatic customers are the key to increasing cash flow, igniting growth, and boosting the value of your company. Consider Whatsapp, the internet-based messaging service that was purchased by Facebook for \$19 billion. While other services bombarded users with invasive ads in order to fund a free messaging platform, Whatsapp offered a refreshingly private tool on a subscription platform, charging just \$1 per year. Their business model enabled the kind of service that customers wanted and ensured automatic customers for years to come. As Warrillow shows, subscriptions aren't limited to technology or media businesses. Companies in nearly any industry, from start-ups to the Fortune 500, from home contractors to florists, can build subscriptions into their business. Warrillow provides the essential blueprint for winning automatic customers with one of the nine subscription business models, including:**

- The Membership Website Model: Companies like The Wood Whisperer Guild, ContractorSelling, and DanceStudioOwner offer access to highly specialized, high quality information, recognizing that people will pay for good content. This model can work for any business with a tightly defined niche market and insider information.**
- The Simplifier Model: Companies like Mosquito Squad (pest control) and Hassle Free Homes (home maintenance) take a recurring task off your to-do list. Any business serving busy consumers can adopt this model not only to create a recurring revenue stream, but also to take advantage of the opportunity to cross-sell or bundle their services.**
- The Surprise Box Model: Companies like BarkBox (dog treats) and Standard Cocoa (craft chocolate) send their subscribers curated packages of goodies each month. If you can handle the logistics of shipping, giving customers joy in something new can translate to sales on your larger e-commerce site. This book also shows you how to master the psychology of selling subscriptions and how to reduce churn and provides a road map for the essential statistics you need to measure the health of your subscription business. Whether you want to transform your entire business into a recurring revenue engine or just pick up an extra 5 percent of sales growth, The Automatic Customer will be your secret weapon.**

**In *The Partnership Charter*, psychologist and business mediation expert David Gage offers a comprehensive guide to the art of establishing and maintaining a business partnership. The centerpiece of his approach is the Partnership Charter, a document that clearly outlines the goals, expectations, responsibilities, and relationships of the principals. The charter identifies potential sources of conflict and how they will be resolved, while addressing such sensitive issues as personal styles, values, money, and power. Illustrating every principle through engaging stories drawn from Gage's front-line experience consulting to business partners, as well as interviews with the founding partners of such successful businesses as Progressive Insurance Company and Manpower, Inc., *The Partnership Charter* dispels common myths and presents a practical framework for launching, building, and sustaining a thriving business partnership.**