

174: Increasing Your Business's Value

10 Point Checklist

John Warrillow

Want to gain as much knowledge as possible out of Get Yourself Optimized? Read on below for a **10 point checklist** that gives the next, real steps you can take for introducing these insights and optimizing your life.

Get **YOURSELF OPTIMIZED**

HOSTED BY **STEPHAN SPENCER**



"Revenue is vanity; value is sanity."

JOHN WARRILLOW

10 STEPS YOU CAN TAKE TODAY

**Want to take charge of your health, wellness, and success?
Here are 10 steps that can move you closer to your goals – today.**

- Don't fall for just one acquirer but create competitive offers when selling a company. John says this will drive not only the sale price up but also the deal terms that you get.
- Cultivate relationships with the people I meet in the industry and has the potential to acquire my company. Take the time to know them and communicate openly.
- Take proactive approach through hiring an M&A professional or business broker which is also a way to create competitive tension. John mentions that a lot of unsolicited offers fishing exercises to get you to react and potentially sell your business for a lot less than it's probably worth.
- Be on guard. Protect my IP and never reveal it in the sale process of selling my company until everything is sold.
- Know the difference between selling my shares and selling my assets. An asset deal is buying the assets of my business without the acquirer taking on my company's legal obligations. Whereas if I sell the shares, they're taking over the operating company as well as its obligations.
- Be prepared with the frictional cost of selling. Depending on the size of my company, it could be somewhere between 3% and 5% that I would pay to an M&A professional.
- Take into account these two swing factors of my net proceeds according to John; employment agreement and the working capital calculation.
- Gain a deeper understanding of John's [Value Builder System](#). It's essentially a twelve-step process that business owners can walkthrough to help improve their company's value. Included on it are the eight-key drivers: the financial performance, growth potential, Switzerland Structure, Hub and Spoke, Valuation Teeter-Totter, Cashflow, Recurring Revenue.
- Go to [ValueBuilder.com](#) and complete the ValueBuilder questionnaire. It will give me a better understanding of how my company is valued and potentially work with certified Value Builders trained in this system.
- Grab a copy of John's book called [Built To Sell](#) and find out transformative lessons on creating and growing a business that can thrive without me.

To view the transcript, resource links and listen to the podcast, visit:

<https://www.getyourselfoptimized.com/increasing-your-business-value-with-john-warrillow/>