

DO PROFITS MATTER? YOU BET THEY DO!

How you can build your business in value now for future financial independence. Why are you in business? Are you really making more money? We take a closer look at these core questions out how you can build business value.

If you are serious about putting in the time and work required to build your business in value so that you can have financial independence when you are ready to cash out, then this presentation from Chia-Li Chien is worth a listen.

Speaker: Chia-Li Chien

In this 90-min. webinar Chia-Li covers three things:

1. What makes a business valuable? (from investors/buyers' perspective)
2. What mistakes to avoid while building your business?
3. Strategies you can put to use today to begin building value for your business

Why are you in business?

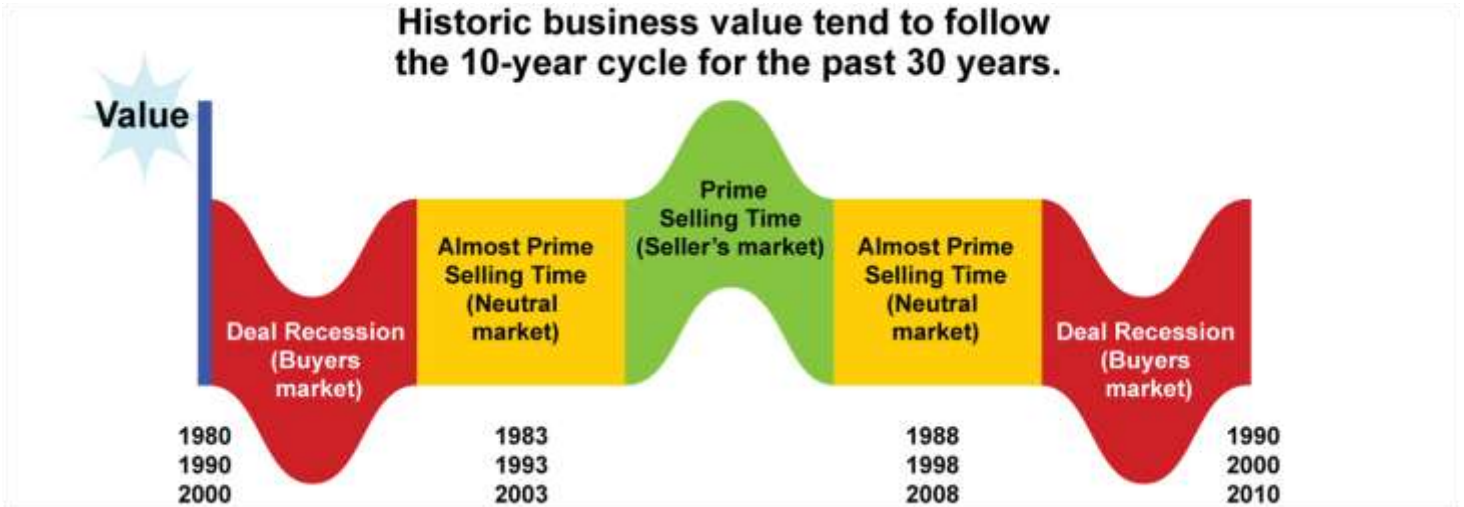
But are you truly making more money?

What are the three major factors impacting real estate value, marketability and desirability?

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What are the three major factors impacting privately-held businesses?

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Source: Slee, Robert T.; Midas Marketing, Burn the Boat Press 2009

What impacts business value? There are three major categories that impact a business value:

1) Increase

2) Reduce

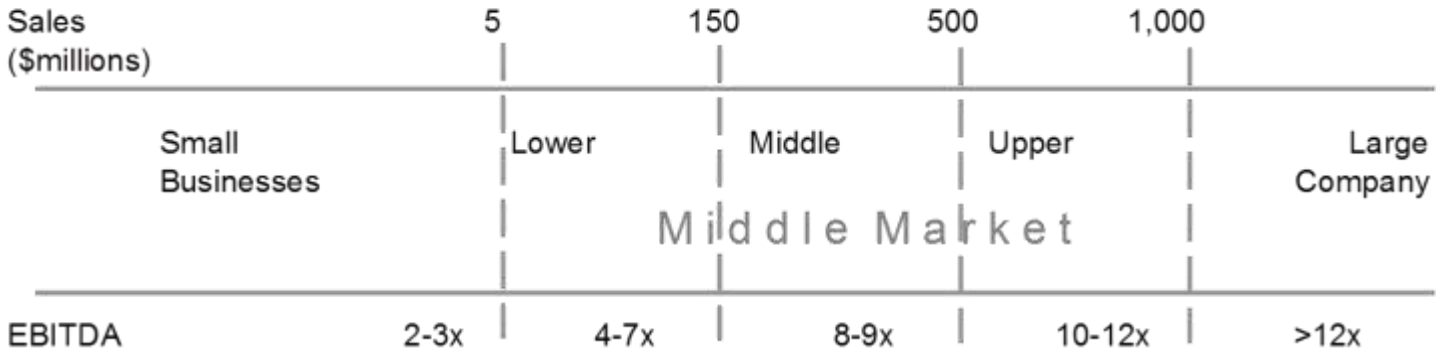
3) Employ

Sample of how to calculate market value for a privately-held business:

$$\boxed{} \otimes \boxed{} = \boxed{} \text{ Estimated FMV}$$



Market Segmentation by Sales and EBITDA Acquisition Multiples



Slee, Robert T. Midas Managers: How Every Business They Touch Turns to Gold. Burn the Boats Press 2007

The VALUE drivers to increase includes:

1) Increase

One of the most practical strategies to increase is to

enter a market.

2) Lower

3) Control

Case Study:



The VALUE drivers to reduce include:

1) Reduce

One of the practical strategies to reduce business

is to higher than competitors.

2) Reduce

3) Reduce and

4) Have a

Case Study:



The VALUE drivers to employ additional include:

1) Improve and

2) Decrease

One of the practical strategies to decrease

is to business, product lines or customers.

Case Study:



5 deadly business sins you must avoid if you want to increase your business value!

Sin # 1 to avoid: No economic engine.

"What is your business model?"

There are three components in a business model:

1)

2)

Part 1)

Part 2)

3)

Case Study:

What specific suggestions did you make?



Sin # 2 to avoid: Utilizing only.

What is ?

Very few businesses know how to strategically deploy

along

Case Study:

What specific suggestions did you make?

Sin #3 to avoid: Lack of

There are two major measurements to help you achieve

1)

2)

Case Study:



Sin # 4 to avoid: You don't know the

of each producing employee.

What is

Case Study:

Sin #5 to avoid: You are unable to

on your "know how."

Case Study:

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