



# How many of these secrets do you know?

**Valuation:** How your financials may actually have a negative impact on the value of your business.

**Selling Steps:** Why deciding to sell too soon could cost you.

**Buyer's Focus:** Why the value of your business may be invisible to most buyers.

**Documentation:** Why what you don't say can be used against you.

**Timing:** Why when you sell may be more important than what you sell.

**Proving Value:** Why you should never name your price.

**Finding Buyers:** Think you need just one? Think again!

**Ranking Buyers:** Why the one you have now should be at the bottom of your list.

**Partial Sale:** How to sell less than 100% and wind up with 150%.

**Negotiating:** Why doing it yourself will cost you.

**Exit Planning:** The one thing that most business owners overlook.

**Case Study:** How to have your cake and eat it too.

**Deal Structure:** How to avoid selling for more, while getting less.

**Tax Issues:** How to avoid getting taxed twice on the same money.

**Legal Concerns:** Why what you don't know could land you in court.