

LIFE FORCE
YOUR MARKETING AGENCY
Maximizing Value For
Eventual Sale



A Complete Guiding Process to
Selling Your Business

Decide - Evaluate - Enhance - Win

ALAN CHIPPINDALE



DECIDE. EVALUATE. ENHANCE. WIN.

Energize the Hidden Power
of
Your Marketing Agency

Published By Alan Chippindale ([LinkedIn Profile](#))

LIFEFORCE is a special feeling from the inside out, an energetic feeling that is mindful,
under control, progressive and winning.

LIFEFORCE is confident and fearless, and it comes with a vision and a purpose;
it is a balanced approach that is built to last.

LIFEFORCE Your Marketing Agency can make you calm, confident, knowing where you are headed
and fueled with your passion and purpose.

It is a set of success resources- eLearning, systematized together, to help grow the value
of Your Marketing Agency.

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This publication is written and published to provide simplified, summarized practices and information that is relevant to the subject matter presented. It is published and sold with the understanding that the author and publisher are not engaged in rendering legal services. This eBook is designed to introduce the reader to best practices which are followed up in much greater detail, working content and engagement within the **LIFEFORCE** Your Marketing Agency eLearning program.

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About The Author

Alan Chippindale, 61 years old at the time of writing, has been heavily involved in the promotional marketing and print industries for 37 years. During his career, spending time in field sales, sales management, business development, recruiting, mergers & acquisitions, strategic planning, franchising, executive leadership and boards amongst several leading and dynamic growth industry leading organizations. This experience has provided Alan real world experience and practice involving all of the subjects contained within this eBook.

Alan's purpose is to help you *decide – evaluate – enhance – win* in your marketing agency, thereby maximizing its value for an eventual sale. As you read and follow these practices, ask yourself, "Have I dedicated and treated my business as possibly the single biggest asset and investment I own?"

More about Alan:

- [LinkedIn Profile](#)
- ASI Counselor Power 50 member five years.
- [ExploreBusinessGrowth.com](#), [engage2elevate.com](#), [engage2virtual.com](#), [ExploreYourGrowth.com](#)
- Managed BrandAlliance's award winning Canada's Best Managed Company process. 2015-16.



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Introduction

“What is my business worth?” “How do I know I am getting the right price?” “Isn’t my company worth more?” “Why can’t I get I get more money for all those years I worked so hard?” “Isn’t my sweat and blood worth more?”

These are only a few of the difficult questions business owners ask when thinking about selling their “baby”- the company. Unfortunately, owners often believe the company is worth far more than the actual or true value of the company. Owners are obviously emotional when it comes to thinking about selling. It is only natural. Based on over 25 years of assisting business owners to start- build- sell and buy companies, I have experienced how stressful a sale can be on the owner, and how ill-prepared many owners are as they prepare for the big event. Knowing what the buyer wants, completing a detailed exercise in due diligence, doing the ground work.....are all stressful. Experienced professional advisors, attorneys and accountants can help manage these tasks and reduce the stress. However, recognizing and accepting the actual value of the company may be the greatest stress of all – because owners believe their baby is the most attractive of all.

A quick guide to cashing in! It would be awesome if selling your business and living happily ever after was quick and easy. It is not.

My goal is for you to be better informed about how marketing agencies are typically valued, be aware of ways to grow that value, and understand the selling process by the time you complete this eBook. Then if you wish, continue on to the **LIFEFORCE Your Marketing Agency** eLearning to systematically begin implementing the ideas that are in alignment with your business purpose, personal passion and customers best interests.

My ideas are intended to be understandable, straight forward, and direct. This eBook is not written for experienced business advisors, but rather directly to you- the business owner.

If you want your eventual business value to help maximize your personal wealth it is important that you understand the valuation and selling process.

There are two disturbing trends that I see commonly with marketing agency owners. The first is a major disconnect between the actual business value and the owner’s perception of that value. The second trend I see is that, even though in many situations a business owner’s largest financial asset is his or her business, he or she does not view it as an actual asset or investment. Many owners, that I have spoken to over the past three decades, have been spending considerable time and money with their investment advisors growing their stock and bond portfolios, while putting no effort into knowing and growing the value of one of their largest assets- their business.

Eventually and commonly too late, owners recognize the consequences of having not treated their business as an investment. I am convinced that if marketing agency owners simply change their mindset, have a greater sense of purpose, they will become wealthier.....the primary purpose of this eBook and the business improvement program.

Treating your business as an investment includes knowing its true value, having a plan to grow that value, and understand how to realize that value that is in your business through a successful sale, succession and transition. As you walk away having met that objective, this eBook was well worth your time.

Luckily, for many, there is time to turn an all too often defensive experience into an offense. Deciding to take action now, honestly evaluating the characteristics and current value of your business, developing and implementing strategies to enhance and preparing yourself to win.....is the only real responsible solution. This is the premise of this eBook and eLearning of proven executable systems of enhancing success and the value of your marketing agency.

This book draws from many reference points and provides readers with advice from leading experts in the fields behavioral change, strategic planning and execution, telling your story most effectively and logical and proven methods to improve the performance and value of your business.

Never before has so much quality content come together into one simple and easy to follow eBook, which is what makes **LIFEFORCE** Your Marketing Agency so unique.

Part I will challenge you to honestly reflect and **Decide** if you are ready personally and professionally to be **RELENTLESS** in your pursuit of treating your business as one of your biggest investments.

Part II draws you out to **Evaluate** the current true value of your business and key characteristics to improving and building that value, with the help of surveys, financial assessments, best practice benchmarks and Phase 1 “Determine Position” of **OnStrategy**.

Part III, the most comprehensive of all, will then set you on a path to **Enhance** several foundational aspects of building your business investment by following the **OnStrategy** S,W.O.T. analysis into your action plan, effectively updating your story-messaging- client engagement strategies with **STORY BRAND** and executing real world enduring **LIFEFORCE** financial improvement initiatives.

Part IV is where we bring it all together with confidence and purpose to **Win** and a process to work with into the future.

Part V helps you to more fully understand various industry business valuation principles, benchmark a financial model of your current status, while forecasting the impact of each step you have defined throughout the process of this eBook. Truly a business investment model to follow and update annually.

Finally, Part V1 will walk you through and provide a road map for preparing all aspects of the eventual sale of your marketing agency. You can understand this process now, so you are maximizing your business investment, for when your time is right.

If the extend of your involvement in **LIFEFORCE** Your Marketing Agency is this eBook, then you are off to a great start. However, if you desire to join us on our eLearning system, your further ability to manage all aspects and engage with your team and peers is priceless!

The eBook is designed to guide you through a process (not an event). Throughout this process, for those that really choose to take this opportunity seriously, you will experience *Moments*: of *purpose*; of *elevation*; of *insight*; of *pride*; of *connection* and ultimately of *winning*. An experience of learning- practicing- playing- winning.

I suspect everyone reading this eBook has heard many times, the following two statements:

- We are what we think
- We do the things that we associate with pleasure

This eBook and Platform follows three building steps of pleasure:

1. Learning is a gift, skill and choice - and brings great pleasure when accepted, challenged and accomplished
2. Ultimate learning requires involvement, application and execution - to experience improving results
3. When learning is applied to the point of winning - it takes on a whole new belief system and becomes a continuous accelerating habit

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