

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

Learn what is trending in the world of eLearning. It works for Google. Imagine how it can help you!



[Visit our eLearning Program](#)

Part I: Decide

*“The most difficult thing is the decision to act, the rest is merely tenacity.
The fears are paper tigers,
You can do anything you decide to do. You can act to change and control your life;
and the procedure, the process is its own reward”.*

AMALIA EARNHART

Although most of us tend to over complicate the idea of change, according to Anthony Robbins in his book “Awaken the Giant Within”, the act to change can happen in an instant and it is up to ourselves to seek for and find the enlightenment of that moment. Then follow his six-step process:

1. Decide what you want and what is preventing you from having it now. We need to overcome the association that it is more painful to change, than to not.
2. Flip our mindset. Associate massive pain to not changing and great pleasure to changing. It is not a question of can, but rather a question of will.
3. Interrupt our limiting pattern. Do something very different. Get out of our rut. Change our image.
4. Create a new empowering pattern to achieve what we want.
5. Condition the new pattern until it consistently feels good and now associated with pleasure.
6. Test the new pattern for effectiveness, whether it fits with our core beliefs and is moving in the direction of successful change.

While in Tim S. Grover’s book *Relentless; From Good to Great to Unstoppable*, he describes things that make a person relentless. Tim is the personal/physical trainer to some of the most elite athletes. He was the personal trainer for Michael Jordan, Kobe Bryant, Dwayne Wade, and Charles Barkley to name a few. He now trains several athletes and the principles of his book have been successfully applied by leading entrepreneurs worldwide.

Throughout his book, Tim contrasts between a “Cooler” (average, ordinary), a “Closer” (above average, normal success) and a “Cleaner” (relentless, unstoppable, ever growing greatness). I have taken the liberty of massaging these principles and somewhat applying them to the life of a marketing agency owner. As a Cleaner we:

- (i) Have a very focused vision, purpose, mindset, passion, work ethic and systematized-accountable plan to be our best. For ourselves and those around us.
- (ii) Don’t wait to be asked, we just do it. We take on and conquer roles outside of our comfort zone.
- (iii) While Coolers worry about the competition and Closers study the competition, we make and lead the competition.
- (iv) Coolers have nice orders, Closers maintain nice accounts and Cleaners have amazing all around businesses, from start to finish.
- (v) Coolers avoid taking the shot, Closers take the shot if they know they have a good chance of hitting it. Cleaners just trust their gut and shoot – their mindset is focused – they have

practiced to the point of extreme confidence – they are in the zone and don't need to think about it – they just do it – because of their preparation.

- (vi) Coolers think they want the spotlight. Closers stand upfront to show who is in charge. Cleaners don't have to show who is in charge, everyone already knows.
- (vii) Coolers try to fight their dark side. A Closer acknowledges their dark side, but isn't able to control it. A Cleaner harnesses their dark side into raw, controlled power.
- (viii) Coolers are liked. A Closer is respected. A Cleaner has a higher level of respect, for doing exactly what everyone feared they would do.
- (ix) A Cooler admits defeat. A Closer works harder. A Cleaner strategizes for a different outcome.
- (x) A Coolers business will dry up as they slow down towards retirement. The Closer will attempt to sell their business when that time comes. The Cleaner knows how their business will be valued when the time is right, so they are focused on building those definitive valuation characteristics all along. They not only ultimately realize more value, but also generate more cash flow along the way.

Part II: Evaluate

*“To prepare for the future,
we must be willing to test new concepts.
This means we must acquire enough new information to evaluate these new concepts
and not be like travelers in a foreign land
who compare everything with their own home town”.*
JACQUE FRESCO (American Futurist)

Congratulations for understanding the purpose and flow of the entire process, reflecting on why now is the right time to take your business investment more serious than ever and for completing the initial simple questionnaire. *(if you have not done this, I recommend that you do that now, as you will become much more motivated, focused and successful in the steps ahead)*

For many of you, Part II will be the most critical part of the *Life Force Your Marketing Agency* process. Honesty evaluating your current status, refreshing your look ahead and creating a great strategic plan to excel is hard work. Visualizing the end result makes it easier. Following a structured process helps.

The steps we will follow, within this eBook and eLearning course, in Part II: Evaluate are:

- (i) Valuation Model- assessing current financial picture, valuation principles and look ahead.
- (ii) Review and document- S.W.O.T., as a natural and logical transition into **OnStrategy**.
- (iii) Taking a snapshot of our revenue assets- customers, sales talent and the opportunity and capacity for growth.
- (iv) Understand current approach to customer marketing, positioning and value proposition (Customers are busier than ever and burdened with noise overload. This is a very important topic and you will be excited with the simplicity and effectiveness of **STORY BRAND**. You will be able to start implementing this approach immediately within Part III).

Within this eBook and our eLearning program we will provide eLearning videos- worksheets- documents to help you gather and evaluate your business approach, scope and future opportunities to enhance each of the above foundational topics. For those of you interested, the **LIFEFORCE Your Marketing Agency [eLearning course](#)** will mature the execution of these important topics to new heights utilizing exciting engaging resources.

But what about the end result? As most of you desire to understand what your business is worth, learn some typical valuation principles and begin to visualize the potential impact of real improvement, let's dive right in and establish that foundation:

Download from our [eLearning program](#), **follow the clear directions** and better understand your current status and illustrative looks into the potential of the future.

Please feel free to email alan@engage-excel.com to schedule time to review and walk through this model (for some readers this will be second nature, others not so much). Don't be shy, connect to ensure these principles are well understood.

Now that you have completed the simple questionnaire in Part I: Decide (starting to form your *why*) and Part II: Evaluate - valuation model (providing a sense of your *current status* and *vision ahead*) the next progressive step is to perform your S.W.O.T. analysis. (a *true assessment* of your current position).



Within our eLearning program

Step 1: Download and **complete** your **LIFEFORCE** S.W.O.T. analysis worksheet

Step 2: Watch S.W.O.T video from **OnStrategy** (5 min)

Your S.W.O.T. review, conclusions and direction will likely create combined feelings of nausea (overwhelming) and adrenaline (through the renewed confidence of knowing where you are going).

Before jumping too far ahead, lets now create a snapshot of our revenue assets:



Within our eLearning program

Step 1: Downlad and **complete** your **LIFEFORCE** Revenue Assets Snapshot

Step 2: Spend quality time with this worksheet before moving on. This is the heart of your business and value. Assessing your “*revenue assets*” and “*opportunity rankings*” are both key to moving on to Part III

“First comes thought; then organization of that thought, into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination”.

NAPOLEON HILL



Time to build your excitement and engagement. As we transition from Part II: Evaluate into Part III: Enhance, let’s introduce the idea of Customer Identity Transformation with





Can your marketing agency benefit from further adopting this approach? I suspect so. We will discuss Story Brand principles further throughout this eBook and walk you through the entire process in our **eLearning program** . [Visit Now!](#)

Part III: Enhance

“Without change there is no innovation, creativity or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable”.
WILLIAM POLLARD



The steps we will follow, within the eBook and eLearning program, in Part III are:

- (i) Further learning how  works, applying it to maturing our customer relationships value curve and identifying common/potential areas to becoming the trusted advisor within our client base.
- (ii) Reviewing and working through the  FE FORCE business improvement checklist.
- (iii) Summarizing what we have accomplished in Parts I-II-II and the cumulative impact on your business.



Join us in our [eLearning program](#) to engage more **OnStrategy** resources.



How it Works:



Within our [eLearning Program](#)

Listen to StoryBrand video

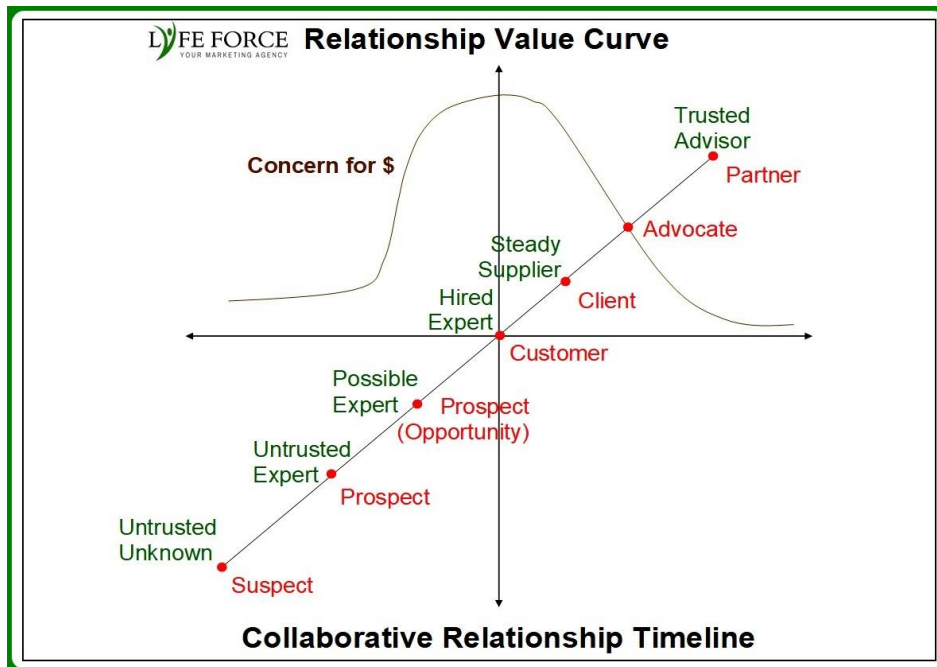
Download 8-1/2 x 11 Brandscript

Download 11 x 17 Brandscript

Download StoryBrand Workbook

Complete Brandscripts for each of your key client Persona's

As we practice and execute the Story Brand concepts and become a proven guide to solving our client's problems, we advance up the relationship value curve to become the ultimate trusted advisor.




Some of the most common areas of opportunity to earn the status of trusted advisor include:

- Strategic, creative advice to helping our clients build brand affinity and awareness.
- Product ideas that promote engagement, retention, appreciation and value.
- Solutions that achieve and exceed desired return on investment.
- Value added services that take work and costs off the shoulders of our clients.

**STOP BEING
AFRAID OF
WHAT COULD
GO WRONG,
AND START
BEING EXCITED OF
WHAT COULD GO RIGHT.**

— TONY ROBBINS

Now, as we head into the  LIFE FORCE business improvement checklist, let's follow Tony

Robbins Decision Strategy Steps:

1. Outcomes: define what you desire.
2. Options: identify intelligent alternatives.
3. Consequences: list the upside and downside.
4. Evaluate: probabilities of success.
5. Mitigate: the downside.
6. Resolve: the decision and actions to achieve the outcomes.

Place a **check mark (✓)** in areas that represent opportunities for business improvement.

1. OUTCOMES: (Desires)
 - a. Increase revenue (sales)
 - b. Increase margins (GP)
 - c. Increase net contribution (NC)
 - d. Increase net profits (NP)
 - e. Increase business value (BV)

(a) Increase revenue (sales)- options:

- ___ Process to implement and manage your S.W.O.T. conclusions (established earlier in the eBook)
- ___ Process to leverage your revenue assets & execute your opportunity rankings (also established earlier)
- ___ Story Brand training and execution
- ___ Develop account penetration plans for top growth opportunity clients
- ___ Consider positioning your business to offer full services of promotional products, incentive marketing, print and value-added services
- ___ Consider expanding your sales team
- ___ Consider acquisitions as an additional method of growth

(b) Increase margins (GP)- options:

- ___ Alternative sales compensation plans can place more focus, reward and compensation for margin Improvement
- ___ Strategic supplier relations programs (working more with fewer suppliers) can improve costs/ margins
- ___ Becoming a trusted guide (Story Brand and relationship curve) will improve margins

(c) Increase net contribution (NC)

- ___ Improving (a) and (b) have a double compounding increase on NC

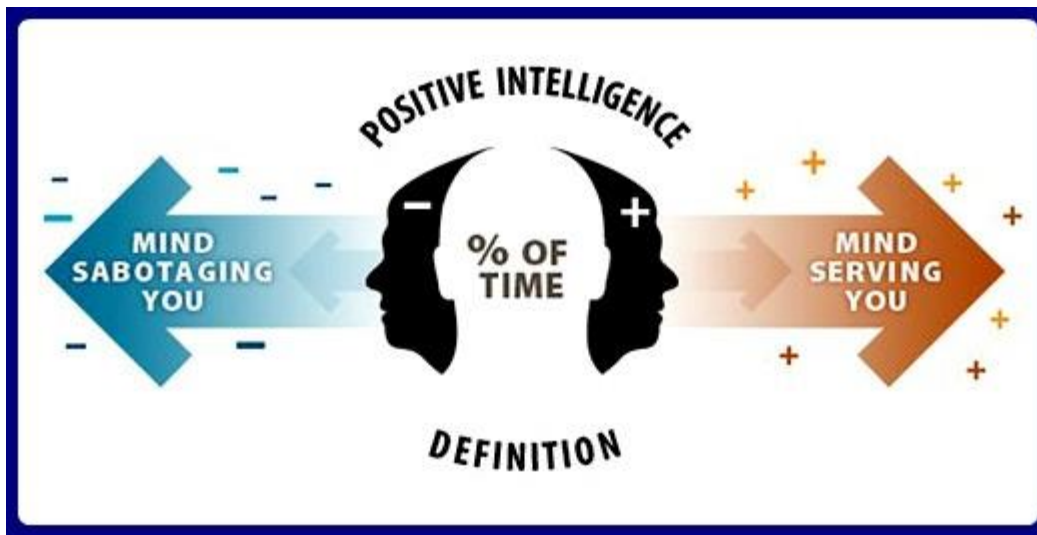
(d) Increase net profits (NP)

- ___ In addition to above, there are several shared overhead business models available to reduce general and administrative overhead (back office service bureaus, sharing IT costs, etc...) There are ways in today's world to reduce most expenses and convert traditional fixed expenses to variable.

(e) Increase business value (BV)

- ___ All of the above topics combined with further review of your Valuation Model build BV.

Our last enhancement topic before moving on to Part IV: Win is **Positive Intelligence**. For some this topic will be too deep and/or your organization may not be willing for this level of openness. But the rewards for this level of business maturity is tremendous. These skills not only help all of us as individuals, but also hold huge potential impact on coaching, team building and mindfulness with our clients.



Intro to Positive Intelligence available in our [eLearning Program](#)



Strategic Account Management
The ultimate sales performance skills

STEP 02

RESEARCH

Account Management

Control

Goals

Task

Budget

STEP 05

BIG PLAY

▶ Watch Promo
▶ Enroll in Course for FREE

Visit and engage with our [eLearning Course Strategic Account Management](#)

Part IV: WIN

*“Perfect yourself because you strive to attain your own perfection....
After all, the eye of the beholder may be flawed...”*

VIRGINIA ALISON

Many of us in the marketing agency business have chosen this nature of business, so that we can create and live our own definition of winning in business.

I carefully chose Simon Senek’s book *The Infinite Game*, as he poses the key question: whether business is a “Finite” or “Infinite” game?



Within our [eLearning Program](#)

Listen to a brief video from Simon
and a book summary

Regardless of our individual beliefs about the purpose of business and our definitions of winning, we might all agree that:

- It’s ok to strive for success in our business.
- It’s ok for our business to emotionally and financially provide for those working in and running the business.
- It’s ok to build value in our business.
- And it’s ok to realize that value when the time is right.
- None of these winning factors happen all by themselves.
- Planning and executing on these winning factors is a great idea.

The mission of the eLearning course is to help you plan and execute.

Part V: Business Valuation Principles

“Optimization simply means that you take a bunch of little things that don’t seem to be difficult to change and all of those little changes have a multiplying effect and you get a giant change from all of those tiny changes”.

TONY ROBBINS



The steps we will follow, within this eBook and [eLearning program](#), in Part V: Business Valuation Principles are:

- (i) We will revisit your Valuation Model, which we introduced in Part II- assessing current financial picture, valuation principles and look ahead.
- (ii) Discuss further industry business valuation principles and benchmarks, so you fully understand and can formulate your own beliefs.
- (iii) Discuss whether the building content and approach of this entire eBook and [eLearning program](#) has helped you assess your business, decide where you are in this journey and re-establish your priorities in viewing your business as a real investment and potentially one of your most meaningful and opportunistic assets.

As you listen to the education video below, please keep the following in mind. A marketing agency business valuation will quite frankly involve three (3) success components:

1. Transferrable cash flow (from your business to the buyer)
2. Synergies (the opportunities together to: grow, improve margins and synergize overhead)
3. The sharing of risk and reward



Business Valuation Principles

Simplified Profit/ Loss			Simplified Balance Sheet		
(descriptions within cells)	Please fill in blue shaded areas	% of Sales	(descriptions within cells)	Please fill in blue shaded areas	
Total Sales	\$ -		Total Assets	\$ -	
Promo Products	\$ -		Bank Accounts	\$ -	
Incentive Recognition	\$ -		Accounts Receivable	\$ -	
Print	\$ -		Inventory	\$ -	
Other	\$ -		Prepaid Expenses	\$ -	
Cost of Goods	\$ -		Fixed Assets	\$ -	
Gross Profit	\$ -		Other Assets	\$ -	
Sales PR	\$ -		Total Liabilities	\$ -	
Sales Support/ Mktg PR	\$ -		Accounts Payable	\$ -	
Sales Expenses	\$ -		Accrued Expenses	\$ -	
Net Contribution	\$ -		PR Payable	\$ -	
G&A PR	\$ -		LOC	\$ -	
G&A Expenses	\$ -		Other Notes AP	\$ -	
Owner non sales income	\$ -		Long-term Liabilities	\$ -	
Net Income (pre-tax)	\$ -		Equity	\$ -	

- Although not a science, huge benefits of becoming familiar with the valuation principles of your business (one of your biggest investment assets)
- Step 1: Know your current position
- Step 2: Follow the eL program
- Step 3: Plan your business value growth
- Step 4: Know the alternatives to sell
- Step 5: Prepare to rebound and win.

Part V: BUSINESS VALUATION PRINCIPLES

Listen to video on our [eLearning program](#)

Part VI: Preparing for the Eventual Sale

“If there is not any endgame, we’re in quicksand.

We take one more step, and we’re still there,
and there is no way out”.

RICHARD SHELBY

The steps we will follow, for the final Part VI: Preparing for the Eventual Sale are:

- (i) Reminder that the entire process outlined throughout the eBook and [eLearning Program](#) is in fact the ultimate preparation. Preparation is not best as a single event when you are ready to sell. That is too late.
- (ii) Define the most likely types of buyers for your business, so you can decide which are relevant in your situation.
- (iii) Discuss the people that you may decide to involve in the process
- (iv) Outline to typical steps of properly and effectively selling your business. As outlined, step by step in our [eLearning Program](#).
- (v) Summary comments as we conclude this eBook



The Eventual Sale



- Some important facts
- Potential buyers
- Sources of advice
- The steps of a successful sale
- eBook / eLearning Program summary comments

Part VI: PREPARING FOR THE EVENTUAL SALE

Visit [our eLearning Program](#) to view video