## **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



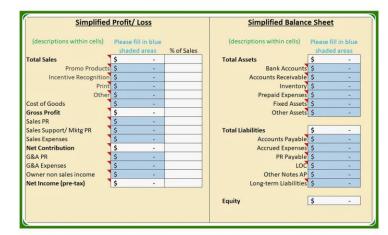
The steps we will follow, within this eBook and <u>eLearning program</u>, in Part V: Business Valuation Principles are:

- (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 <u>eLearning</u>
   <u>program</u> 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** 

- 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