



Built to Sell: Creating a Business That Can Thrive Without You

By John Warrillow

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According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable: * Teachable: focus on products and services that you can teach employees to deliver. * Valuable: avoid price wars by specialising in doing one thing better than anyone else. * Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

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Editorial Review

Review

“John does a masterful job of illuminating the qualities that business buyers look for in a company, and he does it in a thoroughly enjoyable and engaging manner.”

—**Bo Burlingham**, author of *Small Giants* (from the Foreword)

“There is no tooth fairy for selling a business. It takes planning and a real understanding of what works. I bet you’ll find yourself (like me) recommending this book to your friends who want to sell their businesses one day but don’t understand what that’s going to take.”

—**Seth Godin**, author of *Linchpin*

About the Author

John Warrillow is the author of *Built To Sell: Turn Your Business Into One You Can Sell*. Throughout his career as an entrepreneur, John has started and exited four companies. Most recently he transformed Warrillow & Co. from a boutique consultancy into a recurring revenue model subscription business, which he sold to The Corporate Executive Board (NASDAQ: EXBD) in 2008. He is the author of *Drilling for Gold* and in 2008 was recognized by BtoB Magazine's "Who's Who" list as one of America's most influential business-to-business marketers.

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