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176 John Warrillow Built to Sell | Legends
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How to Build a \$10 Million Business You Can
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Book Review: Built to Sell *John Warrillow,*
author of Built To Sell 161 Review of Built
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Built to Sell - Book Review

Built to sell book review **Built To Sell
Creating A**

Whereas other business books are laden with
jargon and often unattainable examples,
“Built to Sell” is a practical and relatable
read on how to grow (and sell) a successful

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service business. Part of what makes it so accessible is that the story is told in a narrative format, making it easy to follow and apply.

Amazon.com: Built to Sell: Creating a Business That Can ...

Built to Sell: Creating a Business That Can Thrive Without You - Kindle edition by Warrillow, John, Burlingham, Bo. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Built to Sell: Creating a Business That Can Thrive Without You.

Amazon.com: Built to Sell: Creating a Business That Can ...

Built to Sell by John Warrillow highlights the many factors preventing business owners from successfully transitioning away from their companies and how to resolve this situation. All too often, business founders embed themselves within the operational fabric of the company they create; setting it up for failure upon their departure.

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

Built to Sell: Creating a Business That Can Thrive Without You. According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when

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the time comes to sell, buyers aren't confident that the company—even if it's profitable—can stand on its own.

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

Built to Sell: Creating a Business That Can Thrive Without You. John Warrillow (Author), Erik Synnestvedt (Narrator), Gildan Media, LLC (Publisher) Get Audible Premium Plus Free. Get this audiobook free. \$14.95/mo after 30 days.

Amazon.com: Built to Sell: Creating a Business That Can ...

Step one is to build a company that's not dependent on you to run it. This is the process described in the book Built to Sell: Creating a Business That Can Thrive Without You, and it involves maximizing your performance across eight dimensions of a self-managing business. Learn More. STEP 2.

Home - Built To Sell

Whereas other business books are laden with jargon and often unattainable examples, "Built to Sell" is a practical and relatable read on how to grow (and sell) a successful service business. Part of what makes it so accessible is that the story is told in a narrative format, making it easy to follow and apply.

Amazon.com: Customer reviews: Built to Sell:

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Creating a ...

The must-read summary of John Warrilow's book: "Built to Sell: Creating a Business that Can Thrive Without You". This complete summary of the ideas from John Warrilow's book "Built to Sell" shows how difficult it can be for business owners to become less involved in their business.

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Even if you build a business with zero intention of selling it for a big payday, and even if you never do actually sell, you should still build your business as if you are going to sell it someday. Building a business with this mindset will make the entire operation run more efficiently—you'll be able to see how your business is trending overall, maintain a cleaner financial picture, and implement better standard operating procedures.

Why and How You Should Build Your Business to Sell From ...

A birdhouse or bird feeder is supposedly the first thing that comes to mind when people talk about build something to sell. We didn't start with this plan because although it might be one of the most popular, it definitely isn't one of the easiest project ideas. You could use some help if you're a newbie.

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The 23 Woodworking Projects That Sell Well in 2020

In *Built To Sell: Creating Business That Can Thrive Without You*, John Warrillow outlines the reasons why, and what can be done about it. The book is an allegory about the troubles the founder of a design agency experiences when, after eight years, he is fed up with the demands of the business and decides to sell, only to find it's essentially worthless.

Built To Sell: Creating Business That Can Thrive Without You

Built to Sell has been translated into 12 languages. John's next book, *The Automatic Customer: Creating a Subscription Business in Any Industry*, was released by Random House in February 2015 and has since been translated into eight languages. As the host of *Built to Sell Radio*, John has interviewed hundreds of founders about their exit.

About - Built To Sell

If you are serious about starting your own craft business, don't stop at these 75 ideas, either. For beginners, you should check out our list of easy crafts to make for profit, and for Etsy specific top picks, our crafts for selling on Etsy. Want more cool ideas for crafts to make and sell? Our list of 75 top selling DIY crafts was so popular, we made another one for you guys here: [75 More ...](#)

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75 Crafts to Make and Sell For Profit - Top Selling DIY ...

The product above is estimated to be selling 18K per month on Amazon. Selling Magnetic Phone Accessories. A lot of people made money dropshipping magnetic phone chargers at the end of 2016. It is difficult to build a brand around fads, but I think this one has a little more legs than just phone chargers.

What To Sell Online: 21 Profitable Product Ideas For 2020

[(Built to Sell: Creating a Business That Can Thrive without You)] [by: John Warrillow]

Built to Sell: Amazon.co.uk: John Warrillow: 9781591843979 ...

The must-read summary of John Warrillow's book: "Built to Sell: Creating a Business that Can Thrive Without You". This complete summary of the ideas from John Warrillow's book "Built to Sell" shows how difficult it can be for business owners to become less involved in their business.

Built to Sell » MustReadSummaries.com - Learn from the best

A business parable about how to create a start-up that won't trap you when you want to sell it. 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

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if it's profitable-can stand on its own.

Built to Sell by John Warrillow | Audiobook | Audible.com

Create your plan/blueprint: Remember that you are not designing your dream home. You are designing a home to sell quickly. Your home must appeal to the masses, not to a niche. Find out which homes in the area are selling the best—bedroom counts, kitchen design, and master bedroom / bathroom design.

How to Build a House for Profit | Bizfluent

Learn more about becoming a Built to Sell Coach. Seventy six percent of owners plan to exit their business in the next ten years and many will turn to an advisor for help. Today's most relevant coaching credential is called the Certified Value Builder™, where you learn to help your clients apply the Built to Sell philosophy to their business.

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

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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.

Run your company. Don't let it run you. Most business owners started their company because they wanted more freedom—to work on their own schedules, make the kind of money they deserve, and eventually retire on the fruits of their labor. Unfortunately, according to John Warrillow, most owners find that stepping out of the picture is extremely difficult because their business relies too heavily on their personal involvement. Without them, their company—no matter how big or profitable—is essentially worthless. But the good news is that entrepreneurs can take specific steps—no matter what stage a business is in—to create a valuable, sellable company. Warrillow shows exactly what it takes to create a solid business that can thrive long into the future.

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Freedom. It's the ability to do whatever you want, whenever you want. It's the ultimate reward of selling your business. But selling a company can be confusing, and one wrong step can easily cost you dearly. *The Art of Selling Your Business: Winning Strategies & Secret Hacks for Exiting on Top* is the last in a trilogy of books by author John Warrillow on building value. The first, *Built to Sell*, encouraged small business owners to begin thinking about their business as more than just a job. *The Automatic Customer* tagged recurring revenue as the core element in a valuable company and provided a blueprint for transforming almost any business into one with an ongoing annuity stream. Warrillow completes the set with *The Art of Selling Your Business*. This essential guide to monetizing a business is based on interviews the author conducted on his

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podcast, Built to Sell Radio, with hundreds of successfully cashed-out founders. What's the secret for harvesting the value you've created when it's time to sell? The Art of Selling Your Business answers important questions facing any founder, including- • What's your business worth? • When's the best time to sell? • How do you create a bidding war? • How can you position your company to maximize its attractiveness? • Who will pay the most for your business? • What's the secret for punching above your weight in a negotiation to sell your company? The Art of Selling Your Business provides a sleeves-rolled-up action plan for selling your business at a premium by an author with consummate credibility.

From the Publisher: America's 27 million business owners want to build sellable companies so that they can retire, travel, cash out, or just sleep well at night knowing they could sell. Unfortunately, just 1 out of 100 business owners are successful in selling their company each year because too many have built unsellable companies. Readers of Built To Sell will learn: -The 8 steps to creating a sellable company -How to attract multiple strategic bidders for their business -How to maximize their valuation and get the highest possible price for their business -The secret to getting their cash up front and avoiding a lengthy earn out Described by one reader as "John Grisham meets Jim Collins", John

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Warrillow's new book provides business owners with a blueprint for creating a sellable company.

The lifeblood of your business is repeat customers. But customers can be fickle, markets shift, and competitors are ruthless. So how do you ensure a steady flow of repeat business? The secret—no matter what industry you're in—is finding and keeping automatic customers. These days virtually anything you need can be purchased through a subscription, with more convenience than ever before. Far beyond Spotify, Netflix, and New York Times subscriptions, you can sign up for weekly or monthly supplies of everything from groceries (AmazonFresh) to cosmetics (Birchbox) to razor blades (Dollar Shave Club). According to John Warrillow, this emerging subscription economy offers huge opportunities to companies that know how to turn customers into subscribers. Automatic customers are the key to increasing cash flow, igniting growth, and boosting the value of your company. Consider Whatsapp, the internet-based messaging service that was purchased by Facebook for \$19 billion. While other services bombarded users with invasive ads in order to fund a free messaging platform, Whatsapp offered a refreshingly private tool on a subscription platform, charging just \$1 per year. Their business model enabled the kind of service that customers wanted and ensured automatic customers for years to

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come. As Warrillow shows, subscriptions aren't limited to technology or media businesses. Companies in nearly any industry, from start-ups to the Fortune 500, from home contractors to florists, can build subscriptions into their business. Warrillow provides the essential blueprint for winning automatic customers with one of the nine subscription business models, including:

- The Membership Website Model: Companies like The Wood Whisperer Guild, ContractorSelling, and DanceStudioOwner offer access to highly specialized, high quality information, recognizing that people will pay for good content. This model can work for any business with a tightly defined niche market and insider information.
- The Simplifier Model: Companies like Mosquito Squad (pest control) and Hassle Free Homes (home maintenance) take a recurring task off your to-do list. Any business serving busy consumers can adopt this model not only to create a recurring revenue stream, but also to take advantage of the opportunity to cross-sell or bundle their services.
- The Surprise Box Model: Companies like BarkBox (dog treats) and Standard Cocoa (craft chocolate) send their subscribers curated packages of goodies each month. If you can handle the logistics of shipping, giving customers joy in something new can translate to sales on your larger e-commerce site. This book also shows you how to master the psychology of selling subscriptions and how to reduce churn and provides a road map

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for the essential statistics you need to measure the health of your subscription business. Whether you want to transform your entire business into a recurring revenue engine or just pick up an extra 5 percent of sales growth, The Automatic Customer will be your secret weapon.

"This is not a book about charismatic visionary leaders. It is not about visionary product concepts or visionary products or visionary market insights. Nor is it about just having a corporate vision. This is a book about something far more important, enduring, and substantial. This is a book about visionary companies." So write Jim Collins and Jerry Porras in this groundbreaking book that shatters myths, provides new insights, and gives practical guidance to those who would like to build landmark companies that stand the test of time. Drawing upon a six-year research project at the Stanford University Graduate School of Business, Collins and Porras took eighteen truly exceptional and long-lasting companies -- they have an average age of nearly one hundred years and have outperformed the general stock market by a factor of fifteen since 1926 -- and studied each company in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations.

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Throughout, the authors asked: "What makes the truly exceptional companies different from other companies?" What separates General Electric, 3M, Merck, Wal-Mart, Hewlett-Packard, Walt Disney, and Philip Morris from their rivals? How, for example, did Procter & Gamble, which began life substantially behind rival Colgate, eventually prevail as the premier institution in its industry? How was Motorola able to move from a humble battery repair business into integrated circuits and cellular communications, while Zenith never became dominant in anything other than TVs? How did Boeing unseat McDonnell Douglas as the world's best commercial aircraft company -- what did Boeing have that McDonnell Douglas lacked? By answering such questions, Collins and Porras go beyond the incessant barrage of management buzzwords and fads of the day to discover timeless qualities that have consistently distinguished out-standing companies. They also provide inspiration to all executives and entrepreneurs by destroying the false but widely accepted idea that only charismatic visionary leaders can build visionary companies. Filled with hundreds of specific examples and organized into a coherent framework of practical concepts that can be applied by managers and entrepreneurs at all levels, Built to Last provides a master blueprint for building organizations that will prosper long into the twenty-first century and beyond.

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thimblesofplenty is a group of friends who also happen to be business people and avid readers. We wanted to keep up with the latest business books but found that time was a factor. So we divided out the work and each of us took a book and summarised it for the others. We thought it might be a great idea to share these summaries with you. For a small price and a 3 minute time investment, our summary gives you some of the wisdom from the book, some food for thought and hopefully the impetus to make some time to read the whole book!

Unearth the lucrative opportunities of the small business market The new entrepreneurial explosion has many Fortune 500 companies pinning their hopes for prosperity on the small business sector. But most blue chip behemoths simply don't know how to reach small businesses—they don't understand this segment's diversity and how to effectively reach out to its various parts. Drilling for Gold will show the big companies just how small businesses tick. John Warrillow reveals the enormous size of the small business marketing opportunity and shows readers various ways to reach this vast, yet seemingly hidden sector. He covers how to address the small business market, managing cost control, and segmenting the customer base, along with numerous case studies.

From the creator of Product Launch Formula: A
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new edition of the #1 New York Times best-selling guide that's redefined online marketing and helped countless entrepreneurs make millions. The revised and updated edition of the #1 New York Times bestseller Launch will build your business - fast. Whether you've already got an online business or you're itching to start one, this is a recipe for getting more traction and a fast start. Think about it: What if you could launch like Apple or the big Hollywood studios? What if your prospects eagerly counted down the days until they could buy your product? And you could do it no matter how humble your business or budget? Since 1996, Jeff Walker has been creating hugely successful online launches. After bootstrapping his first Internet business from his basement, he quickly developed a process for launching new products and businesses with unprecedented success. And once he started teaching his formula to other entrepreneurs, the results were simply breathtaking. Tiny, home-based businesses started doing launches that brought in tens of thousands, hundreds of thousands, and even millions of dollars. Whether you have an existing business or you're starting from scratch, this is how you start fast. This formula is how you engineer massive success. Now the question is this: Do you want to start slow, and fade away from there? Or are you ready for a launch that will change the future of your business and your life?

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