

KEITH J. CUNNINGHAM'S

HOW TO BUY OR EXIT A BUSINESS

Austin, TX



4 Days , 4 Critical Business Strategies:

- » Optimizing your Exitability
- » Maximizing your Exit Value
- » Growth by Acquisition
- » Acquisition Skills & Tool-Belt (A-Z)

If you think it's possible to take your business to another level, then the question is: Wouldn't it be mandatory for you to learn the critical skills and tools of investing and maximizing value?

The key is designing and running a business you could keep forever, but sell it tomorrow.

special pricing

Call 512.231.9944 to **ENROLL**
in this business course today.

I have 5 Core Business Beliefs:

- » Businesses do not run themselves. Somebody has to make the business and financial decisions and if that person is weak in business, the business' results will reflect that deficiency.
- » It does no good to practice the wrong thing. Few things are worse than running the wrong direction enthusiastically.
- » Trial and error is one of the worst ways to learn anything. It takes forever and is always incredibly expensive.
- » The people with the best life have the best choices and the only way to create more choices is to ask better questions and learn new things.
- » Everyone knows they could do better, but the key to "doing" better is to "get" better. Getting better by learning from the pros is the fastest path to mastery.

STUDENT TESTIMONIALS

- “ The course teaches the exact skills and techniques needed to execute, not generalization – an actual plan and insight. I went from zero knowledge to being confident in four days. — *R. Knox, Texas*
- “ If you are at all interested in buying a business you MUST attend this course. It will be worth quite literally hundreds of times the investment of the course. — *D. Bradbury, UK*
- “ Whether you are a novice or a pro, there is no other place to get these skills and tools. Keith has a gift for teaching this subject. — *J. Kallimani, Illinois*
- “ If you have a business and want to gain optics on what you can do so you can keep it forever or sell it tomorrow, take How to Buy (or Exit) a Business. — *J. Stice, Canada*
- “ I would gladly pay twice the price for this course! Learning how to position my business for an exit has made me hundreds of thousands. — *J. Barnes, UK*
- “ I learned more from Keith Cunningham's course than I had learned in more than 10 years of being in business. I wish I had met Keith 10 years ago, but I am very grateful that I acted when I did." — *C. Luchuck, Alberta, Canada*

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MORE ABOUT HOW TO BUY OR EXIT A BUSINESS:

FINANCIAL LITERACY

If you can't read the scoreboard, you don't know the score. If you don't know the score, you can't tell the winners from the losers!

The number one most critical business and investing skill is the MASTERY of reading, understanding and using financial statements. In the first part of the course, Keith will teach you how to use financial statements to make informed, intelligent and strategic business and investment decisions. Without this skill, you are relying on hope, luck, emotions and instinct, which will never produce consistent financial results.

The numbers tell a story - you can't make great decisions if you don't know what they're saying. If you are investing to make money, you're relying on either your emotions and glands or your intellect and skills.

"How much money has a lack of Financial MASTERY and business optics cost you?" — Keith J. Cunningham

HOW YOU WILL BENEFIT:

- » Master how to read and use the numbers to avoid financial peril.
- » Learn how to spot the four critical ratios that will make or break a deal.
- » Identify the danger signals and warning signs that can cripple or destroy a business.
- » Understand how to anticipate and manage financial crisis in your business.
- » Learn to spot profit drains immediately.
- » Learn which reports to request from your bookkeeper/accountant and how to read them.
- » Learn to budget and utilize profit-planning tools, financial forecasting and break-even analysis.
- » Make more informed decisions, impact the bottom line and save money.
- » Take control of your Financial Future.

“ This is hands down the best course that simplifies and breaks down how to value a business, either to sell or buy. You shouldn't try to do either without taking this class. There is zero fluff and you can tell Keith does this because he loves it. He is a genuine teacher who cares about the success of his students. — J. Chon, California

special pricing

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Seating is always limited.

HOW TO BUY A BUSINESS

In the last three days of the program, you will learn how to buy a good business and make it great. About the hardest thing you can do in business is to start one from scratch or attempt to persuade your competition's customers to switch to you. It's MUCH easier to find a good one, buy it and build it up.

Keith will teach you how to find, analyze, evaluate, negotiate, do the due diligence (a 10-page check list), finance, structure, value, bridge the price gap and have a return on your investment (which for a \$2 million business would require very little of your own money) of hundreds of thousands/year of earnings for you - after you have paid all the bills and repaid the debt. This is the technique Keith has used for the last 30 years to build his net worth.

This same process of thinking like a buyer is the skill required to enhance the value and exitability of your existing business. You will learn the 30 years of tricks and strategies he knows plus you will leave with a 5-inch "How To" step by step manual for your reference library.

Most owners think in terms of marketing to poach their competitor's customers, yet if you look closely at the Fortune 500, 80% of their growth has been via acquisitions.

“Keith Cunningham's powerful, practical, easy-to-understand program will give you the winning edge in business for the rest of your life.”
—B. Tracy, *Business Expert and Best-Selling Author*



Seasoned entrepreneur, international speaker and acclaimed author **KEITH CUNNINGHAM** is regarded as one of the world's foremost authorities on Business MASTERY. Keith has taught thousands of top executives and entrepreneurs around the world. He teaches the skills used by the pros, not only to make money but also to keep it.

"In the business world, sloppy thinking, inadequate skills and poor execution usually add up to one thing - FAILURE."
—Keith J. Cunningham

KEYS TO THE VAULT.

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