

john warrillow built to sell

john warrillow built to sell is a transformative business concept that has revolutionized how entrepreneurs approach the value and sustainability of their companies. Authored by renowned business author John Warrillow, "Built to Sell" emphasizes creating a scalable, sellable business that can thrive independently of the founder. This article explores the core principles of "Built to Sell," its significance for business owners, and actionable strategies to implement its teachings effectively.

Understanding the Concept of Built to Sell

What Does Built to Sell Mean?

"Built to Sell" refers to designing and operating a business with the primary goal of making it attractive and valuable to potential buyers. The concept underscores the importance of creating a company that functions smoothly without the constant involvement of the owner, ensuring continuity, growth, and profitability.

The Origin of the Idea

John Warrillow introduced the "Built to Sell" philosophy through his bestselling book, highlighting common pitfalls that small business owners face when their companies are overly dependent on their personal involvement. The core message is to develop a business model that can be easily transferred or sold, maximizing its market value.

Why Is Built to Sell Important for Business Owners?

Enhances Business Valuation

A business built to sell typically has:

- Repeatable and scalable revenue streams
- Standardized processes
- Minimal dependence on the owner
- Strong customer relationships

These factors significantly increase the company's valuation during sale negotiations.

Creates Operational Efficiency

Focusing on building a sellable business encourages owners to streamline operations, document processes, and delegate responsibilities, leading to increased efficiency and profitability.

Provides Exit Strategy and Financial Security

Having a business that is built to sell offers entrepreneurs a clear exit plan, enabling them to realize the value of their hard work and investments at the right time.

Core Principles of Built to Sell

1. Focus on a Niche Market

Specializing in a specific niche allows for:

- Less competition
- Better expertise and reputation
- More targeted marketing efforts

This focus helps to develop a unique value proposition that appeals to buyers.

2. Develop Recurring Revenue Streams

Recurring revenue models, such as subscriptions or service contracts, provide predictable income and reduce reliance on one-time sales.

3. Standardize and Document Processes

Creating clear procedures ensures that the business can operate smoothly without owner intervention, making it more appealing to buyers.

4. Build a Strong Management Team

Delegating responsibilities to qualified managers ensures the business can run independently, increasing its attractiveness.

5. Minimize Owner Dependence

Reducing reliance on the owner for key operations, sales, or customer relationships ensures continuity and stability.

Strategies to Build a Business "Built to Sell"

1. Shift Focus from Owner-Dependence to Systemization

Actions include:

- Developing comprehensive manuals and procedures
- Automating repetitive tasks
- Hiring and training managers

2. Create a Scalable Business Model

Ensure that growth can be achieved without proportional increases in costs by:

- Implementing efficient marketing strategies
- Leveraging technology
- Expanding into new markets or segments

3. Focus on Customer Relationships

Building loyal, long-term customer relationships adds stability and value to the business. Strategies include:

- Exceptional customer service
- Regular engagement and feedback
- Subscription or membership programs

4. Maintain Financial Transparency and Discipline

Accurate financial records and healthy cash flow are critical. Regularly review:

- Profit and loss statements
- Balance sheets
- Cash flow forecasts

5. Plan for the Exit Early

Start preparing your business for sale well in advance by:

- Organizing legal documents
- Valuing your business accurately
- Identifying potential buyers or markets

Case Studies and Examples

Example 1: The Niche Service Business

A landscaping company specializing solely in high-end eco-friendly gardens implemented the "Built to Sell" principles by standardizing its services, developing a loyal customer base, and hiring a skilled management team. As a result, the business became highly scalable and attracted multiple offers, leading to a lucrative sale.

Example 2: Subscription-Based Model

A digital marketing agency transitioned to a subscription-based model with recurring monthly retainers. This shift stabilized revenue streams, reduced sales variability, and increased the company's valuation, making it an appealing acquisition target.

Common Challenges and How to Overcome Them

Resistance to Change

Owners may be reluctant to delegate or standardize. Overcome this by:

- Starting small with process improvements
- Seeking mentorship or coaching
- Focusing on long-term benefits

Maintaining Quality During Growth

Implement quality control measures and continuous training to ensure standards are upheld.

Valuation Difficulties

Consult with financial advisors or valuation experts to establish an accurate business worth and identify areas for improvement.

Conclusion: Building a Business That Lasts and Sells

"Built to Sell" isn't just about preparing for an eventual sale; it's about creating a resilient, efficient, and scalable enterprise that can thrive independently of its owner. By applying John Warrillow's principles—focusing on niche markets, recurring revenue, standardization, and management—business owners can enhance their company's value, ensure smoother operations, and secure their financial future.

Whether you're a small business owner aiming to exit strategically or an entrepreneur wanting to build a sustainable enterprise, adopting the "Built to Sell" mindset can transform your business into a valuable asset. Start today by evaluating your current operations, identifying areas for improvement, and implementing strategies that align with these core principles.

Meta Description: Discover how John Warrillow's "Built to Sell" principles can help you create a scalable, profitable, and sellable business. Learn actionable strategies to increase your company's value and ensure long-term success.

Frequently Asked Questions

What is the main premise of John Warrillow's book 'Built to Sell'?

The book focuses on how business owners can build their companies in a way that makes them more sellable, emphasizing scalable processes, clear branding, and creating value that appeals to potential buyers.

How can implementing 'Built to Sell' principles increase my company's valuation?

By streamlining operations, developing a repeatable sales process, and reducing reliance on the owner, you make your business more attractive to buyers and potentially increase its market value.

What are the key steps recommended by Warrillow to prepare a business for sale?

Warrillow suggests focusing on creating a specialized, scalable service, building a strong management team, documenting processes, and ensuring consistent revenue streams to make the business more appealing.

Is 'Built to Sell' suitable for small business owners or only large enterprises?

The principles in 'Built to Sell' are applicable to businesses of all sizes, especially small and medium-sized enterprises looking to grow systematically and increase their attractiveness to buyers.

What are common mistakes business owners make when trying to sell their companies, according to Warrillow?

Owners often neglect to create scalable systems, over-rely on their personal relationships, and fail to document processes, which can lower valuation and complicate the sale process.

Additional Resources

John Warrillow Built to Sell: An In-Depth Review of the Business Model and Its Impact

In the world of entrepreneurship and small business ownership, the journey from startup to a sustainable, scalable enterprise is often fraught with challenges. Among the many strategies and philosophies designed to navigate this journey, John Warrillow's "Built to Sell" stands out as a compelling blueprint. This concept, rooted in principles of business design and operational efficiency, offers entrepreneurs a pathway to create businesses that are not only profitable but also sellable, transferable, and less dependent on the owner's day-to-day involvement.

In this article, we will explore "Built to Sell" in detail—examining its origins, core principles, practical implementation, and the profound impact it can have on a business's valuation and future viability. Whether you're an aspiring entrepreneur, a seasoned business owner, or an investor, understanding Warrillow's approach can provide invaluable insights into building a business that truly stands the test of time and market shifts.

Understanding the Core of "Built to Sell"

Origins and Context

John Warrillow, a successful entrepreneur and author, developed the "Built to Sell" concept through his personal experiences and extensive research into what makes a business attractive for acquisition. His journey began with the realization that many small businesses, though profitable, often fail to attract buyers or command high valuations because they are overly dependent on their owner or lack scalable systems.

Warrillow's insights culminated in his bestselling book, *Built to Sell: Creating a Business That Can Thrive Without You*. The core thesis is simple yet powerful: to create a business that is built to sell, entrepreneurs must design their operations, offerings, and organizational structure in a way that makes the business more appealing, transferable, and valuable to potential buyers.

Why Build to Sell?

Most small businesses are built around the owner's skills, relationships, and reputation. While this can be effective in the short term, it poses significant risks: dependency on the owner can limit growth, complicate succession planning, and depress valuation during sale negotiations.

The "Built to Sell" philosophy advocates for transforming the business into a productized service—a streamlined, scalable model that can operate independently of the owner. This shift benefits business owners by:

- Increasing the company's valuation
- Making the business more attractive to buyers
- Reducing reliance on owner-specific knowledge or relationships
- Creating a more predictable and transferable asset

Key Principles of Built to Sell

Warrillow's approach rests on several foundational principles, which collectively guide

entrepreneurs in re-engineering their businesses.

1. Focus on a Niche and Simplicity

A core tenet of the "Built to Sell" model is specialization. Instead of offering a broad array of services or products, a business should focus on a niche where it can excel and differentiate itself.

Benefits:

- Easier to market and position
- Increased expertise and reputation in the niche
- Clearer value proposition for customers

Implementation tips:

- Identify a profitable niche aligned with your strengths
- Streamline offerings to core services/products
- Eliminate or outsource less profitable or unrelated offerings

2. Productize Your Service

Transforming services into standardized, repeatable packages makes the business more scalable and easier to sell.

What is productization?

- Creating fixed-price, well-defined service packages
- Developing processes and systems that deliver these services consistently
- Reducing customization and complexity for clients and staff

Advantages:

- Simplifies sales and marketing efforts
- Enhances operational efficiency
- Enables hiring and training of staff who can deliver the service without owner involvement

3. Build Systems and Processes

Operational efficiency is crucial. Documented procedures, automation, and clear workflows reduce reliance on the owner's knowledge and ensure consistent quality.

Strategies:

- Develop detailed manuals and standard operating procedures
- Invest in technology and automation tools
- Regularly review and refine processes

4. Shift from Owner-Dependence to Scalability

The ultimate goal is to create a business that can operate seamlessly without the owner being involved in daily decision-making.

Steps:

- Delegate operational tasks to trained staff
- Implement management systems for oversight
- Focus on strategic growth rather than day-to-day operations

5. Create Recurring Revenue Streams

A predictable income base enhances valuation and attractiveness.

Methods:

- Subscription or membership models
- Service contracts with renewals
- Retainer agreements

Implementing the Built to Sell Model: Practical Steps

Transitioning from concept to execution requires strategic planning and disciplined implementation.

Step 1: Evaluate Your Current Business

Conduct a thorough assessment:

- Identify core services and products
- Understand customer segments

- Analyze operational bottlenecks
- Determine dependencies on owner's skills or relationships

Step 2: Narrow Your Focus

Decide on a specific niche or service offering to specialize in. This focus simplifies branding and marketing efforts, and improves operational consistency.

Step 3: Develop a Repeatable, Scalable Offering

Create standardized packages that can be sold repeatedly:

- Design clear service menus
- Set fixed pricing structures
- Develop delivery manuals

Step 4: Build Systems and Automate

Implement processes and technology to ensure your business can run smoothly without your constant oversight:

- Customer relationship management (CRM) tools
- Project management software
- Standard operating procedures (SOPs)

Step 5: Build a Strong, Trained Team

Hire or train staff to deliver your standardized offerings:

- Focus on roles that support the scalable model
- Reduce reliance on owner knowledge
- Create leadership roles to oversee operations

Step 6: Shift Revenue Models

Transition to recurring revenue streams to increase predictability and valuation:

- Offer subscription-based services
- Develop maintenance or retainer contracts
- Upsell or cross-sell standardized packages

Step 7: Prepare for Sale

Ensure your business is ready for transfer:

- Clean financials and documentation
- Clear operational manuals
- Demonstrated recurring revenue and growth potential

Impact of Built to Sell on Business Valuation

Adopting Warrillow's "Built to Sell" principles can significantly enhance your business's attractiveness to potential buyers and increase its valuation.

Key factors influenced include:

- Predictability: Recurring revenue and standardized offerings make future income more predictable.
- Transferability: Clear systems and trained staff lower the risk for buyers.
- Scalability: A business designed to grow without owner dependency appeals to investors.
- Marketability: Specialization and a niche focus improve branding and competitive positioning.

Research indicates that businesses built with these principles tend to fetch higher multiples compared to owner-dependent, custom-service models.

Case Studies and Success Stories

Several entrepreneurs have successfully applied the "Built to Sell" philosophy:

- The IT Service Provider: Transitioned from a consultant-dependent model to a managed services provider with fixed monthly subscriptions. By standardizing offerings and automating processes, they attracted a strategic buyer, resulting in a profitable exit.
- The Marketing Agency: Focused on small local businesses and created packaged, retainer-based services. They streamlined operations, reduced owner involvement, and increased valuation, facilitating a smooth sale process.
- The Manufacturing Business: Shifted from custom orders to productized solutions, enabling easier scaling and sale.

These stories exemplify how systematic implementation of Warrillow's principles can transform a business.

Criticisms and Limitations

While "Built to Sell" offers valuable guidance, it is not a one-size-fits-all solution. Potential limitations include:

- Industry Constraints: Not all sectors lend themselves easily to productization or standardization.
- Customer Expectations: Some clients value customization and may resist packaged offerings.
- Transition Challenges: Changing existing operations can be disruptive and require significant effort.
- Owner's Passion: Entrepreneurs passionate about bespoke services might find the shift stifling.

Successful implementation requires careful planning, industry awareness, and sometimes, a phased approach.

Conclusion: Is Built to Sell Right for You?

John Warrillow's "Built to Sell" provides a compelling blueprint for entrepreneurs who want to create lasting, valuable, and sellable businesses. By focusing on specialization, standardization, operational efficiency, and recurring revenue, business owners can enhance their company's attractiveness, reduce operational risks, and position themselves for a successful exit.

However, adopting this model requires discipline, strategic thinking, and sometimes significant organizational change. It's most effective when tailored to the specific context of your industry, customer base, and personal goals.

If your aim is to build a business that not only sustains and grows but also has a clear exit strategy, embracing the principles of "Built to Sell" can be transformative. It shifts the focus from owner-dependent craftsmanship to a scalable, transferable asset—setting you on a path toward increased valuation and long-term success.

In summary, John Warrillow's "Built to Sell" is more than a methodology; it's a mindset shift that encourages entrepreneurs to design their businesses with the end in mind. Its emphasis on focus, standardization, and operational discipline offers a practical framework for creating a business that can thrive independently of its founder—and be valued highly when the time comes.

[John Warrillow Built To Sell](#)

john warrillow built to sell: Built to Sell John Warrillow, 2011-04-28 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.

john warrillow built to sell: Built to Sell John Warrillow, 2010-02 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 Warrillow's new book provides business owners with a blueprint for creating a sellable company.

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john warrillow built to sell: Summary Book Summary Publishing, 2020-01-21 Built to Sell Summary. John Warrillow's Book. How to Remove Yourself from the Business. The value builder. Build Business. Business owners may want to sell their company but don't know where to start. Entrepreneurs can be too closely tied to their work and, as a result, the company may sell for a low price. John Warrillow tells the story of one man who is able to gain financial freedom by assembling his business and employees to manage without him. The story is based on Warrillow's own experiences and challenges selling his own companies. Do you want to sell your company for maximal profit? Why read this summary: Save time Understand the key concepts Notice: This is a BUILT TO SELL Summary. John Warrillow's Book. NOT THE ORIGINAL BOOK.

john warrillow built to sell: Summary of John Warrillow's Built To Sell Milkyway Media, 2022-06-27 Buy now to get the main key ideas from John Warrillow's Built To Sell What's the best way to build a successful company that can run without its owner? And what's the best way to share that information? John Warrillow created a theoretical story packed with information based on years of experience with business owners and the advice he received from his mentors. In Built to Sell (2011), Alex Stapleton, a fictional business owner, seeks the help of Ted Gorden, an imaginary entrepreneur. Using Ted's wise advice, Alex goes through the process of turning his company from a worthless one into a \$5 million business. Warrillow makes sure that his points are clear by including a more traditional step-by-step guide at the end of the book as well.

john warrillow built to sell: Built to Sell John Warrillow, 2012-12-24 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.

john warrillow built to sell: *Summary: Built to Sell* BusinessNews Publishing,, 2014-11-12 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. In his book, the author explains an eight-step process that entrepreneurs can use to ensure that the business can run without them and become a valuable asset that can be sold. By following this plan, you can increase the value of your business and ensure it is successful in its own right. Added-value of this summary:

- Save time
- Understand key principles
- Expand your business knowledge

To learn more, read "Built to Sell" and follow the eight-step process to make your company more independent and a high-value asset.

john warrillow built to sell: *The Automatic Customer* John Warrillow, 2015-02-05 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 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 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.

john warrillow built to sell: Summary Moreknowledge Publishing, 2019-07-13 Summary: Built To Sell The must-read Review and Analysis of John Warrillow's Book. By reading this summary, you will learn how to prepare to sell your business. Business owners may want to sell their company but don't know where to start. Entrepreneurs can be too closely tied to their work and, as a result, the company may sell for a low price. John Warrillow tells the story of one man who is able to gain financial freedom by assembling his business and employees to manage without him. The story is based on Warrillow's own experiences and challenges selling his own companies. Do you want to sell your company for maximal profit? Disclaimer: This is a summary and not the original book.

john warrillow built to sell: 3 Minute Summary of Built to Sell Creating a Business That Can Thrive Without You by John Warrillow thimblesofplenty, 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!

john warrillow built to sell: The Automatic Customer John Warrillow, 2015-02-05 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 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:

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john warrillow built to sell: The Game Entrepreneur George Konstand, 2014-07-02 ?The rules are ... there are no rules.? ? Aristotle Onassis An entrepreneur has to make a conscious decision to

play or be played. It is the idea of consciously choosing to win or lose that nurtures the spirit of entrepreneurialism and heartens an unrelenting appetite for success. Winning is simply a matter of wanting to! Uncover the underlying constructs that work to create meaning in the world: ? reinvent the way you perceive fear; ? approach winning as a matter of perspective; ? know that you are in the business of selling to humans. This book is a step-by-step guide to building a brand, generating value around that brand and exchanging that value for money. The power to invent ideas is the essence of the The Game, Entrepreneur

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john warrillow built to sell: Thinking Bigger Sarah Dusek, 2024-09-02 A guide for women entrepreneurs to help them get the financing they need to build big businesses and change our world The lack of female representation among top-earning business founders is surprising when compared with the number of women who start businesses. Fewer than thirty women in history have taken companies they founded public on leading stock exchanges. Although consistent references to women and small business dominate global development strategies and influence public policy, women are granted less than 2 percent of all venture capital investments annually. Thinking Bigger is designed to provide women with the keys to unlocking capital and thinking bigger. Its author, Sarah Dusek, an entrepreneur and a venture capitalist, shares personal anecdotes highlighting obstacles that women face in business and how to overcome them. She reveals the metrics that really matter to venture capitalists and how to pitch them successfully. Her book delves into the art and science of creating a winning pitch deck—the standard formula for pitching to investors, from crafting a compelling story to using data and design to make a lasting impact. Thinking Bigger positions women to get the financing they need—to build big businesses, to scale their endeavors, and to make a positive impact on our world.

john warrillow built to sell: Summary: The Automatic Customer BusinessNews Publishing,, 2016-07-20 The must-read summary of John Warrillow's book: The Automatic Customer: Creating a Subscription Business in Any Industry. This complete summary of the ideas from John Warrillow's book The Automatic Customer explains that subscription-based products are becoming increasingly popular, as it means customers are buying from a business automatically each month. Rather than having to put lots of time and money into reselling to the same customer twice, you can sit back knowing that they will re-purchase automatically. If you want to follow in the footsteps of Amazon and Apple and ensure you have recurring revenue each month then this summary will tell you all you need to know. Added-value of this summary: • Save time • Understand key concepts • Expand your business knowledge To learn more, read The Automatic Customer and discover how you can build your own subscription business and bring more recurring revenue to your company.

john warrillow built to sell: The \$100 Startup Chris Guillebeau, 2012-05-08 Lead a life of adventure, meaning and purpose—and earn a good living. “Thoughtful, funny, and compulsively readable, this guide shows how ordinary people can build solid livings, with independence and purpose, on their own terms.”—Gretchen Rubin, author of the #1 New York Times bestseller The Happiness Project Still in his early thirties, Chris Guillebeau completed a tour of every country on earth and yet he’s never held a “real job” or earned a regular paycheck. Rather, he has a special genius for turning ideas into income, and he uses what he earns both to support his life of adventure and to give back. Chris identified 1,500 individuals who have built businesses earning \$50,000 or more from a modest investment (in many cases, \$100 or less), and focused on the 50 most intriguing case studies. In nearly all cases, people with no special skills discovered aspects of their personal passions that could be monetized, and were able to restructure their lives in ways that gave them greater freedom and fulfillment. Here, finally, distilled into one easy-to-use guide, are the most valuable lessons from those who’ve learned how to turn what they do into a gateway to self-fulfillment. It’s all about finding the intersection between your “expertise”—even if you don’t consider it such—and what other people will pay for. You don’t need an MBA, a business plan or even employees. All you need is a product or service that springs from what you love to do anyway, people willing to pay, and a way to get paid. Not content to talk in generalities, Chris tells you

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John Lennon - John Winston Lennon 1940 10 9 — 1980 12 8 1940 “ ” 1952 9

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