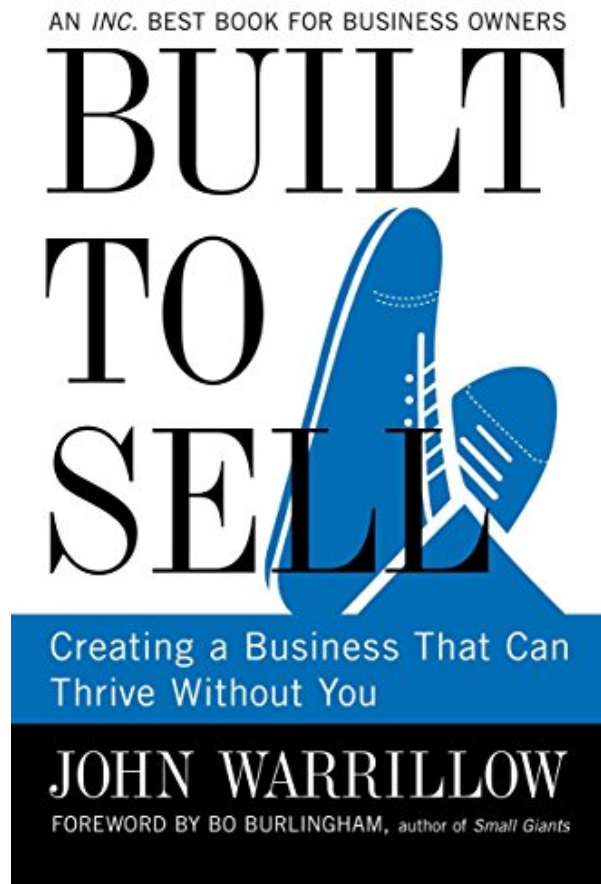


# **BUILT TO SELL: CREATING A BUSINESS THAT CAN THRIVE WITHOUT YOU BY JOHN WARRILLOW**



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# BUILT TO SELL



Creating a Business That Can  
Thrive Without You

**JOHN WARRILLOW**

FOREWORD BY BO BURLINGHAM, *author of Small Giants*

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## 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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# **BUILT TO SELL: CREATING A BUSINESS THAT CAN THRIVE WITHOUT YOU BY JOHN WARRILLOW PDF**

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.

- Sales Rank: #21489 in Books
- Brand: Warrillow, John/ Burlingham, Bo (FRW)
- Published on: 2012-12-24
- Released on: 2012-12-24
- Original language: English
- Number of items: 1
- Dimensions: 7.99" h x .46" w x 5.29" l, .31 pounds
- Binding: Paperback
- 176 pages

## Features

- Portfolio

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Most helpful customer reviews

3 of 3 people found the following review helpful.

Wonderful advice, easy format

By Scott Entwistle

This book is a great teaching book that is an eye opener for someone building or thinking about building a business with the intent to sell it. Actually, my favorite part is that the fictional business in the book was run as a service company that was NOT ready to be sold, and they did the work to transform it into a product company that would fetch the most money.

Not only does it very effectively demonstrate what to do VS what you shouldn't do, it shows that you can always implement these types of changes to make sure you're more prepared to sell and at the same time make your company more successful.

I also really enjoyed the way it was written, it was WAY more engaging and relatable than one of those books that just goes on and on about A-Z steps to take for your business. This actually sunk in, and showed real life application and advice all while in a fictional story! A must read for anyone looking to build a company and sell it.

0 of 0 people found the following review helpful.

Same General Message As E-Myth Revisited, But More Of A Road Map

By Adam G. Katz

[[VIDEOID:e549042e3610a30a3574f6c21464c3fd]] From the "Katz On Marketing" Youtube channel: Adam's, "Books That Will Put Money In Your Bank Account" -- *Built To Sell*, by John Warrillow. Highly recommended to all small business owners. Here's my brief review of the book... (see attached video).

Even if you're not planning on selling your business, the ideas and concepts in this book will show you how to structure your company so that it (mostly) runs without you.

0 of 0 people found the following review helpful.

A must read for small business owners!

By Rusty Rocks

This book is excellent for the small business owner. As a small subcontractor in the construction industry, I have employed the strategies in this book, some of them with great reservations, especially the hiring of a sales force which is something I have never done in 15 years in business. However, although it has been employed with a tight budget for the past 6 months, the effects of the strategies in this book are indeed starting to show up. I wish I had this book back in 2005 when I was offered \$3.1 million for my company and decided to hold out for more. With the 2008 housing market crash, my company crashed with it and became essentially worthless from a sellable standpoint. After a complete rebranding last year and implementing the methods used in this book, we are now looked up to as the leading company in our niche industry and have even ran one competitor completely out of town just by doing business the right way. I highly recommend this one.

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