

Building your Business to SELL it... for a Fortune!

FILTER: My Beliefs about Myself, Others & The World



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Previous brands: GREATful Woman®, GREATful Life
Current/ Budding Brand: Living SWELL™ & #IMSWELL

Safe, Worthy, Enough, Loved & Lovable

Key Steps to building your business to sell it (or not) for a fortune!

The four key steps we will focus on in this report to building your business so you could sell it (even if you never do) to are great practices whether you want to sell your company or not! It is all about intention and clarity.

1. **Separate the ID of your Brand from YOU**
2. **Release any Perfectionism** — “Done is Better than Perfect”
3. **Capture Processes and Systems** for ANYTHING you do more than once
4. **Create an Asset List** to remind you (& others) of the value of your brand/ company

Sure, there is more to actually selling a company than these things, but these are the foundation to make it SELLABLE (*oh good, that is a word... hehe*). And again, even if you don't ever want to or plan to sell your company, each of these practices in money in your pocket for clarity in communication, marketing, selling, delegating, and repeatable success.

So, let's get started. Please remember that you can contact me (Stephanie Bavaro) for a follow-up discovery call from www.IMSWELL.com (towards the bottom).

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Separate the ID of your Brand from YOU

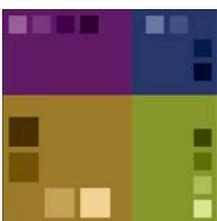
First, remember that you should not be EQUAL to your brand (*or you can't to sell it without you!*) Your brand should be a reflection of your MISSION. You can be the face of the brand; just do BE the brand. Also, when creating a brand, don't start with your logo. The logo is more like the "cup holders" of your brand (*yes, I'm exaggerating a bit*), but start with the type of "car" (SUV, truck, sports car) and the engine (build for speed, hybrid, reliable?) you want.

What kind of company do you want? Who do you want to serve? What's most important in the experience of the company/ brand – for you, your customers and your staff (if applicable)? Get clarity on these and the creating of the logo will come from clarity and alignment to your brand.

1. To get clarity on your BRAND, start with your company/brand's **MISSION** (i.e. your purpose, vision and core values). Succinctly and with real focus, document
 - a. **Purpose** – Why does this company/ brand exist and what makes it unique?
 - b. **Vision** – What is the "vision" you have for your client/ customer? Describe how their lives/ business/ etc. are better as a result of your products and services.
 - c. **Core Value(s)**
 - i. What are the three (3) key values (1-3 words each) of your company for your costumer (i.e. **externally facing**)? For each core value, list 3 bullets that clarify what you mean. Maybe include a quote if applicable.
 - ii. If you have employees, do the same things looking internally: What are the three (3) key values (1-3 words each) of your company for your staff/ employees/ team (i.e. **internally facing**)? For each core value, list 3 bullets that clarify what you mean. Maybe include a quote if applicable.

It takes some time to do this and is faster with a coach who understands the process. Once you have documented clarity on these, this one pager feeds everything from your elevator pitch (USP, SNAP, etc.) to website to marketing copy to yes,... your logo.

2. Ensure that your logo and Style Guide align to your mission
 - a. **Color(s)** – Know meaning of the brand's colors & how they align to your mission
 - i. See how intentional major brands are with their colors:
<http://www.dailyinfographic.com/logos-a-look-at-the-meaning-in-colors-infographic>
 - ii. Before you choose your Brand Color Palette, understand the MEANING of colors. Google Meaning of colors and look at the images. One of my fav's is at <https://mylifemystuff.wordpress.com/2012/04/26/emotional-and-psychological-meaning-of-colours/>
 - iii. Once you choose your core color, with the hex code (e.g. #000000), you can use a site like www.paletton.com to create a palate of colors pivoting off the base color. For example, the base color for Living SWELL™ (#IMSWELL) is #9D7B2F. I created my color palette pivoting off that color (image to the left).
 - iv. Be sure to integrate colors into your Style Guide!



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- b. Explore what **fonts** you want to use – for websites, headers, etc. How formal or informal? Feminine or masculine?
- c. Is there an **image** you want associated with your brand? Is it congruent with your mission? Is it used a lot? If so, what makes it unique for you? How does this image align with your brand/ mission?

Now, you most likely have the foundation to create a logo... and so much more. This simple work ensures consistency and clarity in every word you write/ say and every action you take.

2) Release any Perfectionism – “Done is Better than Perfect”

There are very few things more destructive to progress than perfectionism! (Yes, I wrote that!). So many well-intentioned entrepreneurs have such a beautiful vision and want everything to be awesome – dare I say perfect. All I can say is **LET THAT GO!** Absolutely, we need quality! 100%. Perfectionism can prevent us from getting things out there.

One other thing I want you to think about is that... and this can be delicate... wanting something to be perfect is based in ego. I am sure you have an idea what your clients/ customers want! But there is one person who knows what they want even more than you –

Yes. That is right! **THEY DO!**
Your current and future clients know best what they want and need.

As soon as you can get something (of quality) out there in front of them, **THEY WILL TELL YOU WHAT THEY WANT** – new and/or different.

Here are some basic reminders to keep you IN ACTION and out of Perfectionism --

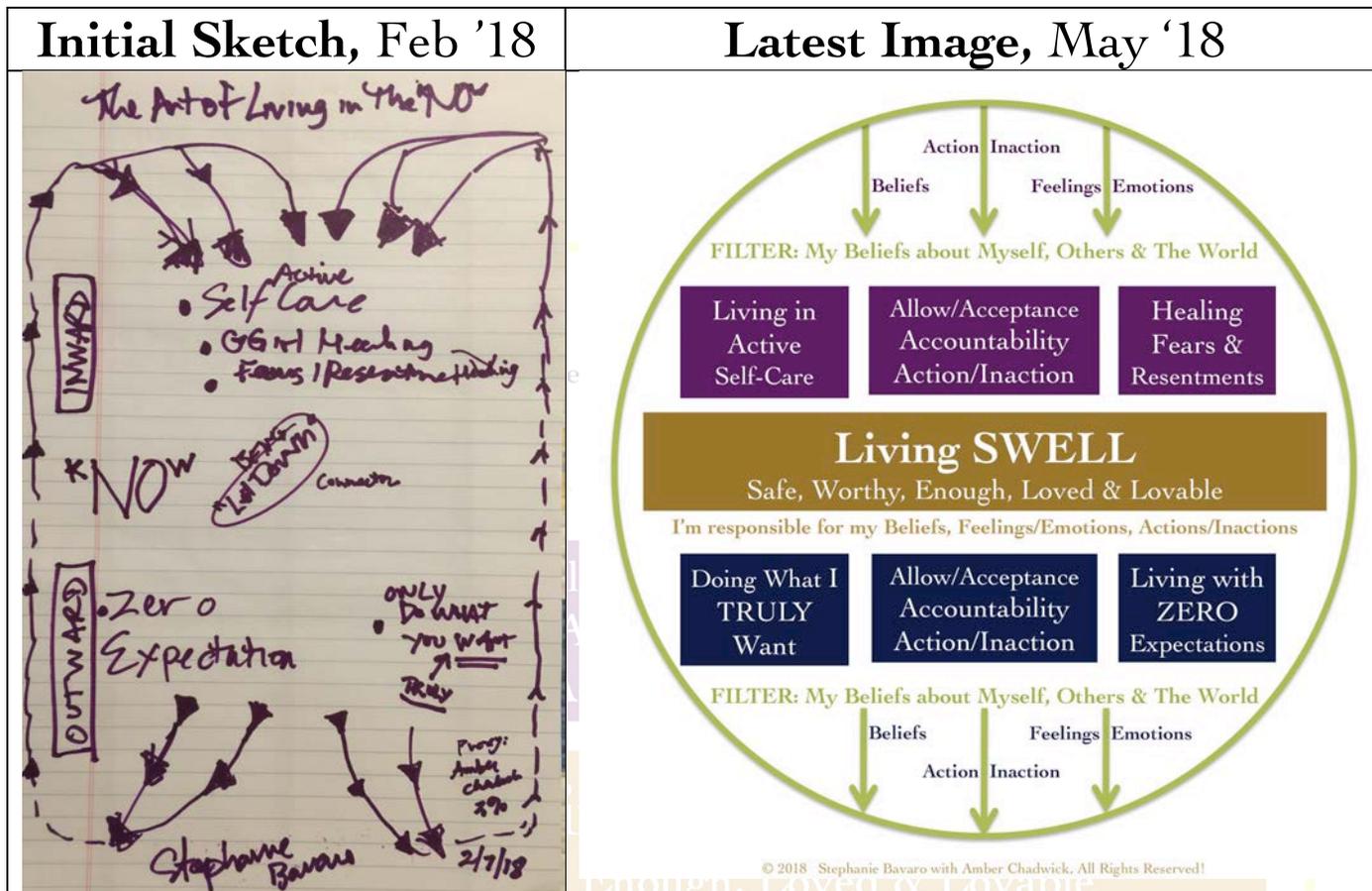
1. Communicate with the CUSTOMER in mind. Make it easy for them to say YES!
2. Deliver quality -- little and often. Let your customers guide your progress!
3. Continue to revise and clarify. Nothing ever needs to be DONE – even if it is in print.

To show you how I am LIVING these things, on the next page are snapshots of the evolution of Living SWELL™. As of June 2018, this brand is only in the infancy stages and there already have been over a dozen iterations of this image that I saw in my head, first in February 2018.

I am working with a dear friend to flesh out a few of the areas where she is a ninja guru! I’ve moved forward on the book (outline complete and started writing), webpage (chose host/ theme. I share the latest image with friends/ entrepreneurs, integrating feedback as applicable.

I don’t know if Living SWELL™ will just be for me or something I share with the world, but I am evolving its mission with these principles in mind to ensure the quality is where it needs to be to serve it’s community at the highest level (even if that community is only ever me!).

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Notes:

- I will have an infographic created for it when I feel the ideas are articulated well enough for a sexy graphic. In the mean time, this is perfect!
- The colors in the latest image align to the Living SWELL™ color palette (last page).

3) Capture Processes and Systems

For anything you need to do more than once (and you will be surprised how many things that are), take the time to CONCISELY and clearly document the process. This will

- Ensure consistency in results whether you do it or you delegate.
- Clarifies for you exactly what you want to do. You can't be sloppy if you need to document it for someone else to do.
- Remind you how to do it again in the future (you will forget). *You will thank me later when you have to do it again 1-x years later or when you sell!*

1. Processes should be CONCISE (yes, as short but complete as possible) and clear:
 - a. WHO needs to do WHAT?
 - b. What are the inputs and outputs?
 - c. What does "done" look like? Show them how you will see the task completed successfully – what are the things that matter to you.

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- d. Give examples when possible.
 - e. Make it easy for someone else to do the task (intern, Fiverr, new buyer, etc), but only clarify the HOW when necessary or helpful. If there could be a better way to do it, make it clear that it being done effectively is your priority,
2. Create AND MAINTAIN spreadsheets of (or use tools that capture/manage) data for things like Clients, Speakers, Products, Passwords, etc. Do NOT rely on emails or other areas to gather data.
 3. Document and get traceable signatures (electronic or physical) for all agreements. Be crystal clear. It is respectful to both parties and makes post sales easier. Name the files and folders so you can find them later.

Create an Asset List

If you are just starting, this may feel a bit premature, but it is a good practice. I created the GREATful Assets list two YEARS before I sold the brand. I created the document not knowing **IF** I wanted to sell the brand. I will tell you that just doing the exercise

1. Showed me all of the value I had in the brand
2. Helped me begin to detach from the brand in a healthy way.

Here are a few pointers in creating an Asset List:

1. As you go along, document the assets you have. That include everything of any value from physical assets (inventory, equipment, etc.) to the online experience: brand itself, trademarks, patents, CRM lists, online products, agreements with strategic partners, domains, books (online and physical), interviews, etc.
2. Be clear about what you **WOULD** be willing to sell and what is **NOT** for sale. Sometimes it's the wording of what's **NOT** included that clarifies the lines.
3. Create a vision statement really capturing how you want the sale to go — the experience, the buyer, your role going forward. Paint the picture for the universe.
4. Remember that when you sell it, you need to let it go! Avoid having expectations about what the buyer does with your company/ brand when it is sold.
5. That being said, hope for the best but prepare for the worst! Honestly!
 - a. Document **EVERYTHING** and get written agreement on everything.
 - b. Have your lawyer (or Service like LegalShield) review everything.
 - c. Do **NOT** release any of your assets until the associated assets are paid for. Do not let your enthusiasm cloud your judgment.

Enjoy the process! Remember that your company/ brand have value to you and others!

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THANK YOU & Where do we go from here?

Of course, this is just the beginning of the conversation about building a business and best practices to make it as effective and sellable (yes, that is still a word) as possible. Nonetheless, I hope you were able to get real value out of this.

- Maybe it opened your idea to possibilities...
- Maybe you learned about a cool new tool (like paletton.com)...
- Maybe it reinforced what you knew and what you were doing...

For me, this is the fun stuff – especially getting clarity on your Mission! One of my clients has created a new company to serve the banking industry. I am excited to support them in their mission, branding, logo, style guide, website, processes, systems, documentation and more. Last week, they attended a key industry event.

Through the work we did on their mission and marketing plan, they were armed with the clarity, words (*and kick-ass business cards, with their pictures on them, of course*), to really blow people away! They felt confident and their message was clear. That means results! We even were updating the CRM in real time so the Monday morning after the event, every networking contact was in the system (including personal details they learned about them and actions to take), ready for follow-up.

We did the work to have the clarity to make it easy for their clients to say yes.

That is all that this is. The more clarity you have, the more you will attract the right people and the easier you will make it for them to say yes... and that includes buying your company!

If you would like to talk to me more... about anything, please fill out this questionnaire (<http://www.StephanieBavaro.com/apply>), and let's have a Discovery Call. These questions give me the insight to serve you at the highest level. 😊

Thank you again for investing your time here with me. I send you light and love! -- Stephanie



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