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OWNERS

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BEST HOUR

OF THEIR DAY

What Do You **NOT KNOW?**

Successful Exits Do Not Happen By Accident

What Your Box Is Worth (And How To Fix It)

Why Talk About Exit Strategy?

100% of SBO Will Exit

Only 1-2% of Start-Ups Ever Achieve A Successful Exit

Average Small Business Sale In The U.S.?

\$300-500k

Usually Less For Owner/Operator

Average Affiliate Sale In The U.S.?

\$50-60k

Year 1

20.4 % Fail

Year 5

49.4 % Fail

Year 10

65.3 % Fail

Only 1 in 3 Businesses
Make It To The
10-Year Mark

What Is Your Gym Really Worth?

How Much Did You Pay For It?

What About These?

Family Time

Friendships

Weekends

Hobbies

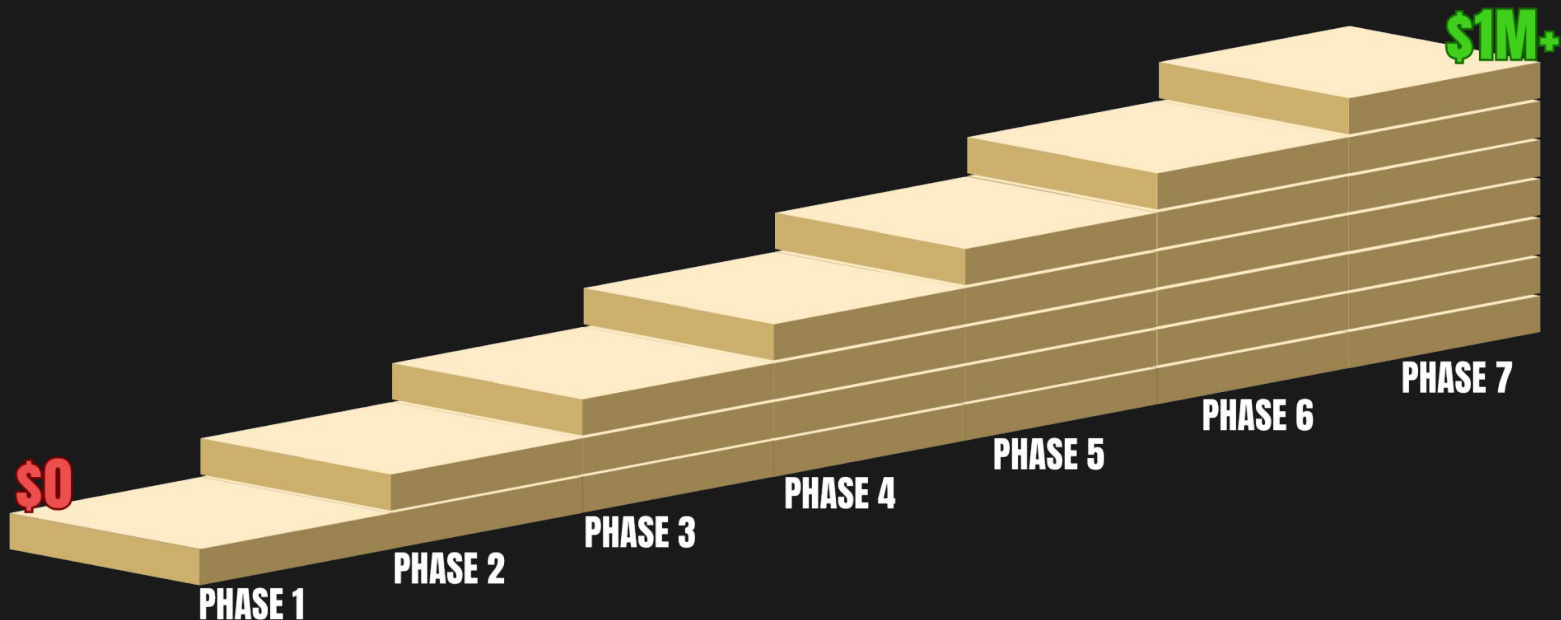
Personal Fitness

Sleep

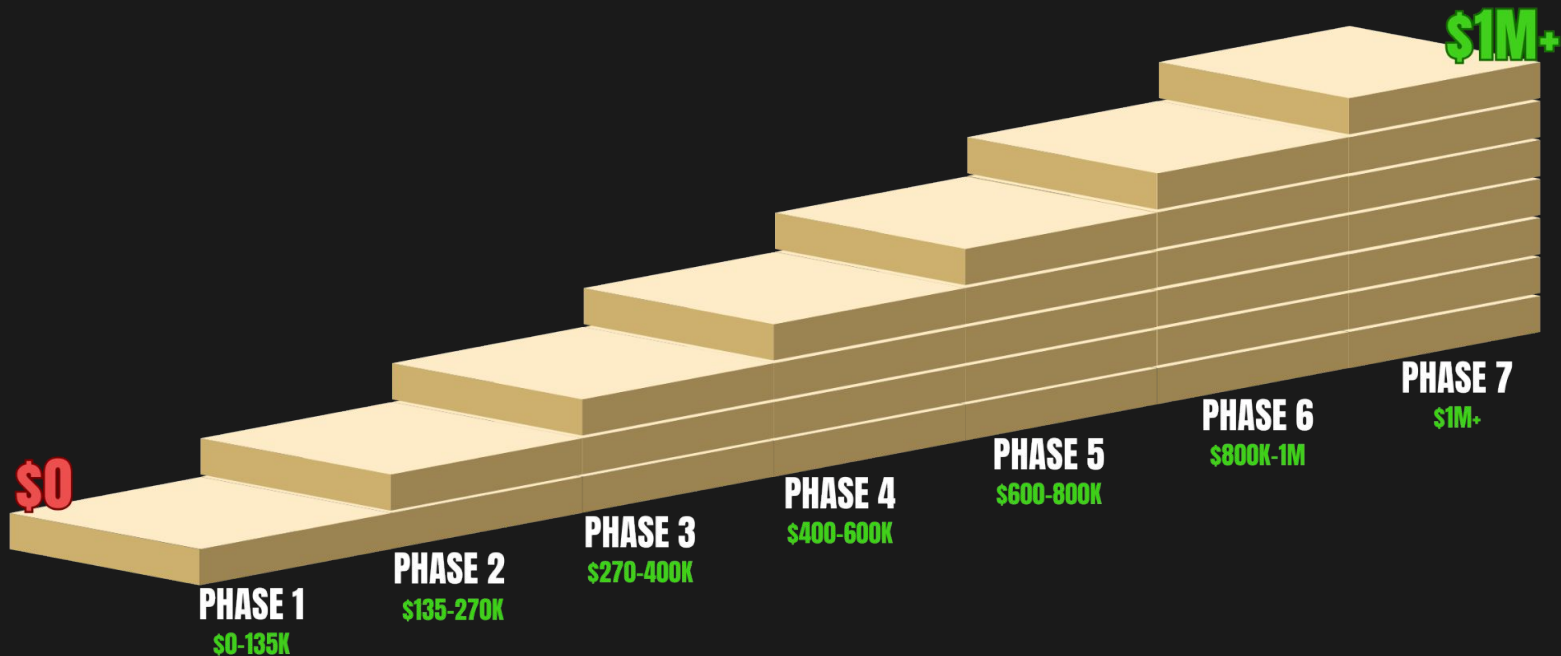
You Paid A Lot More Than You Think

That's Why This Is Worth Thinking About

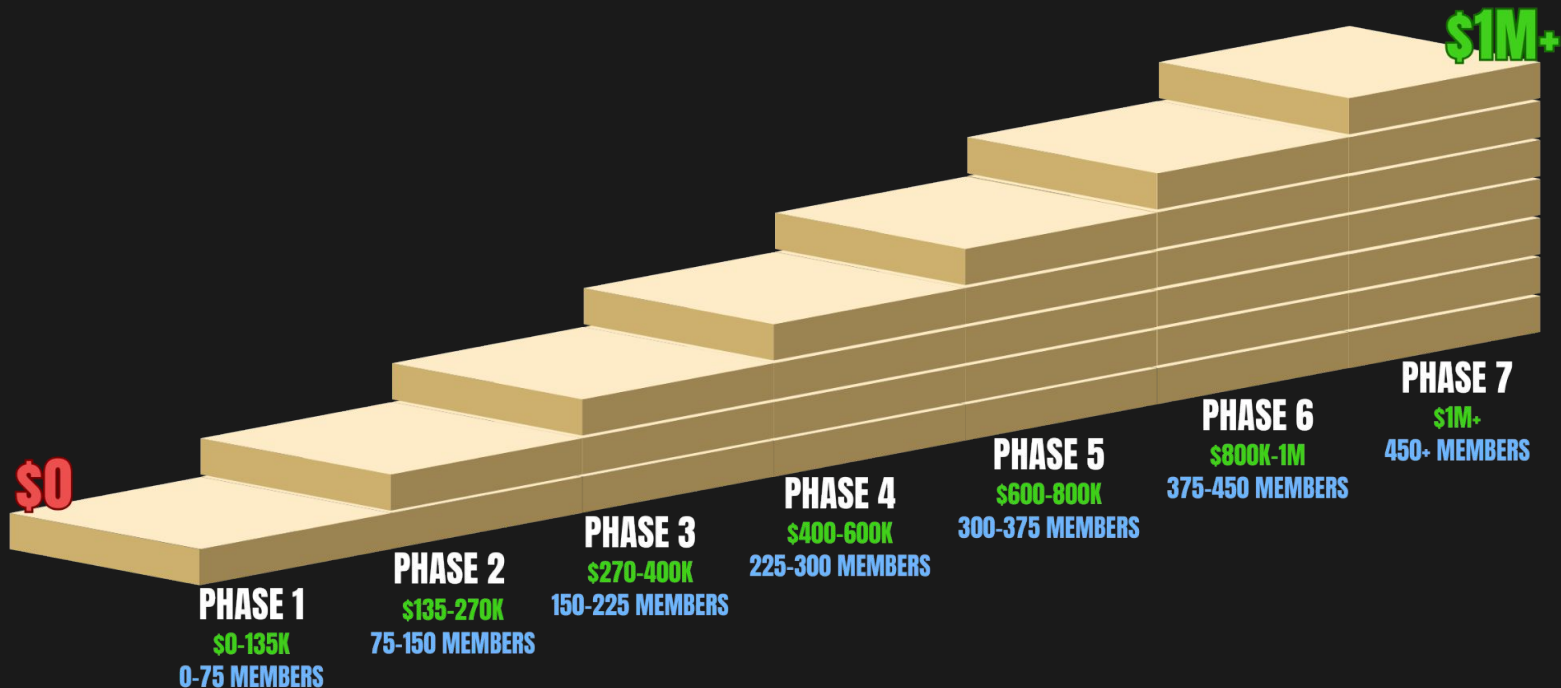
The Affiliate Blueprint



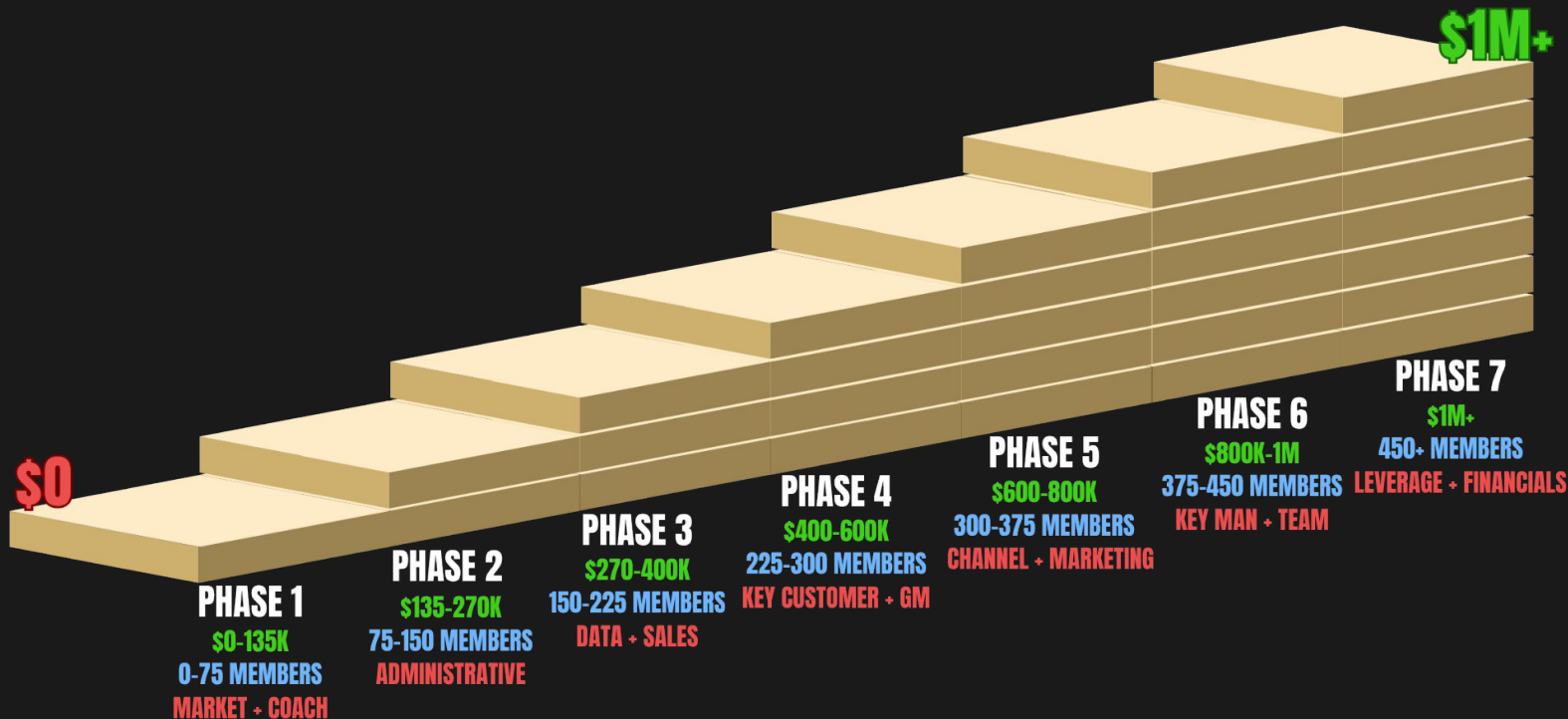
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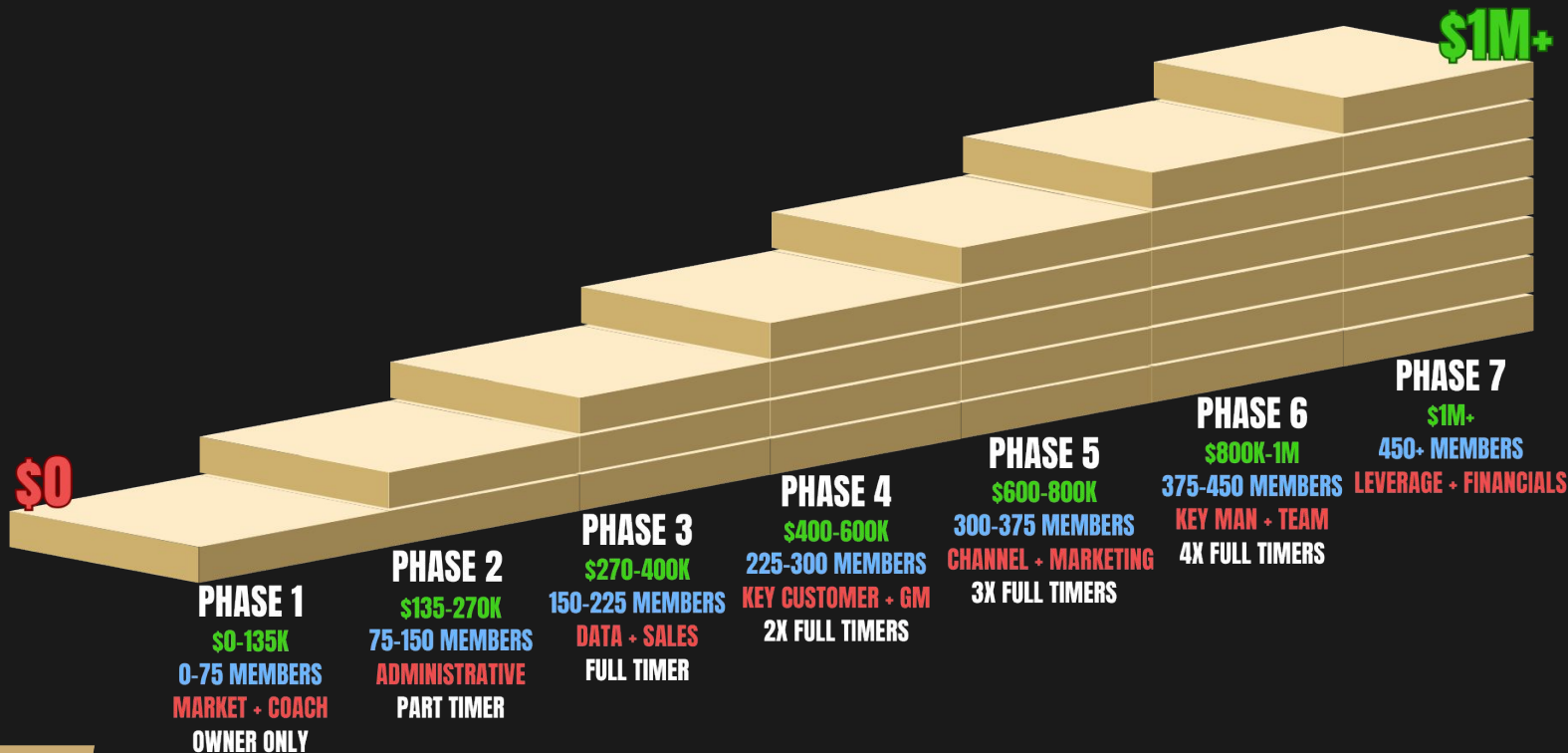
The Affiliate Blueprint



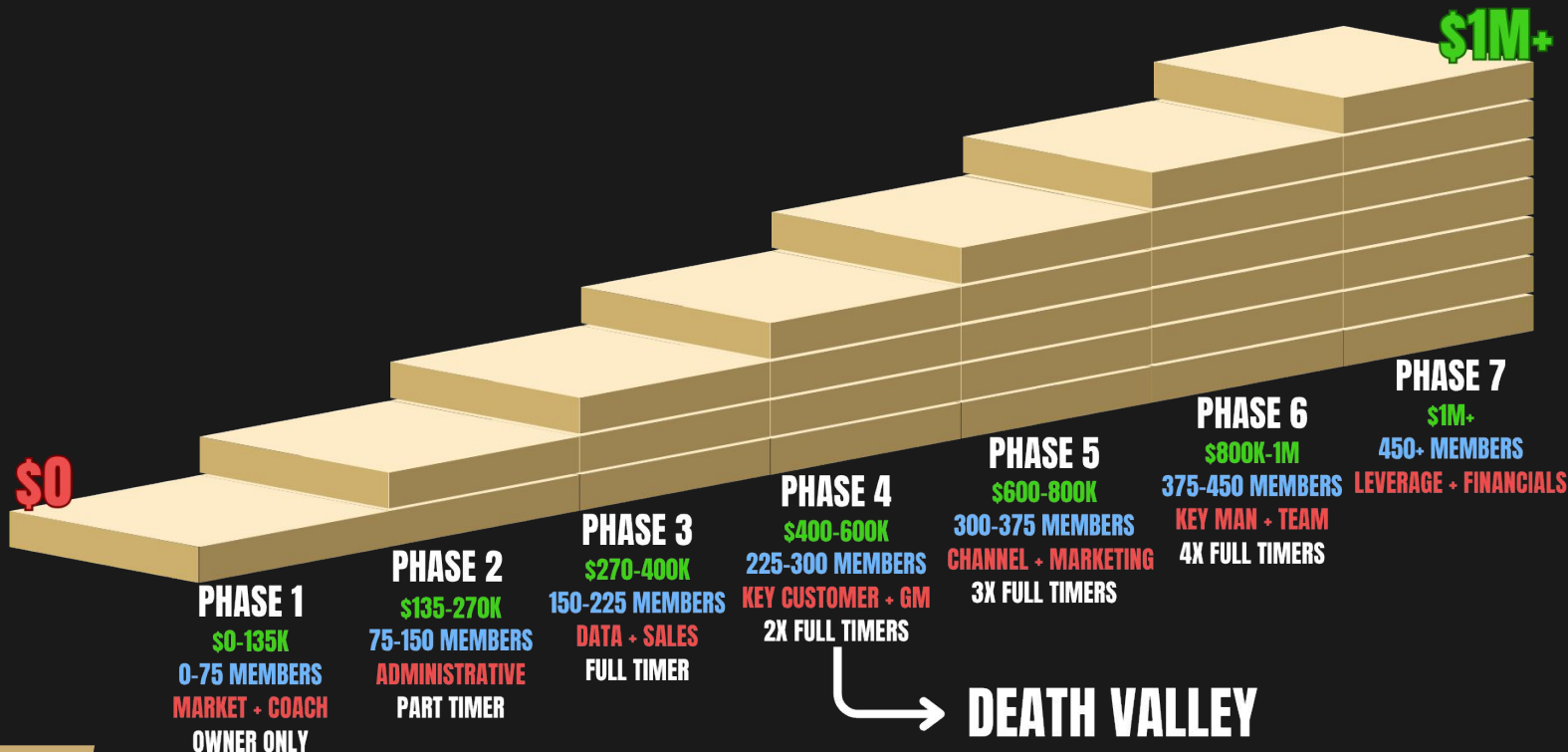
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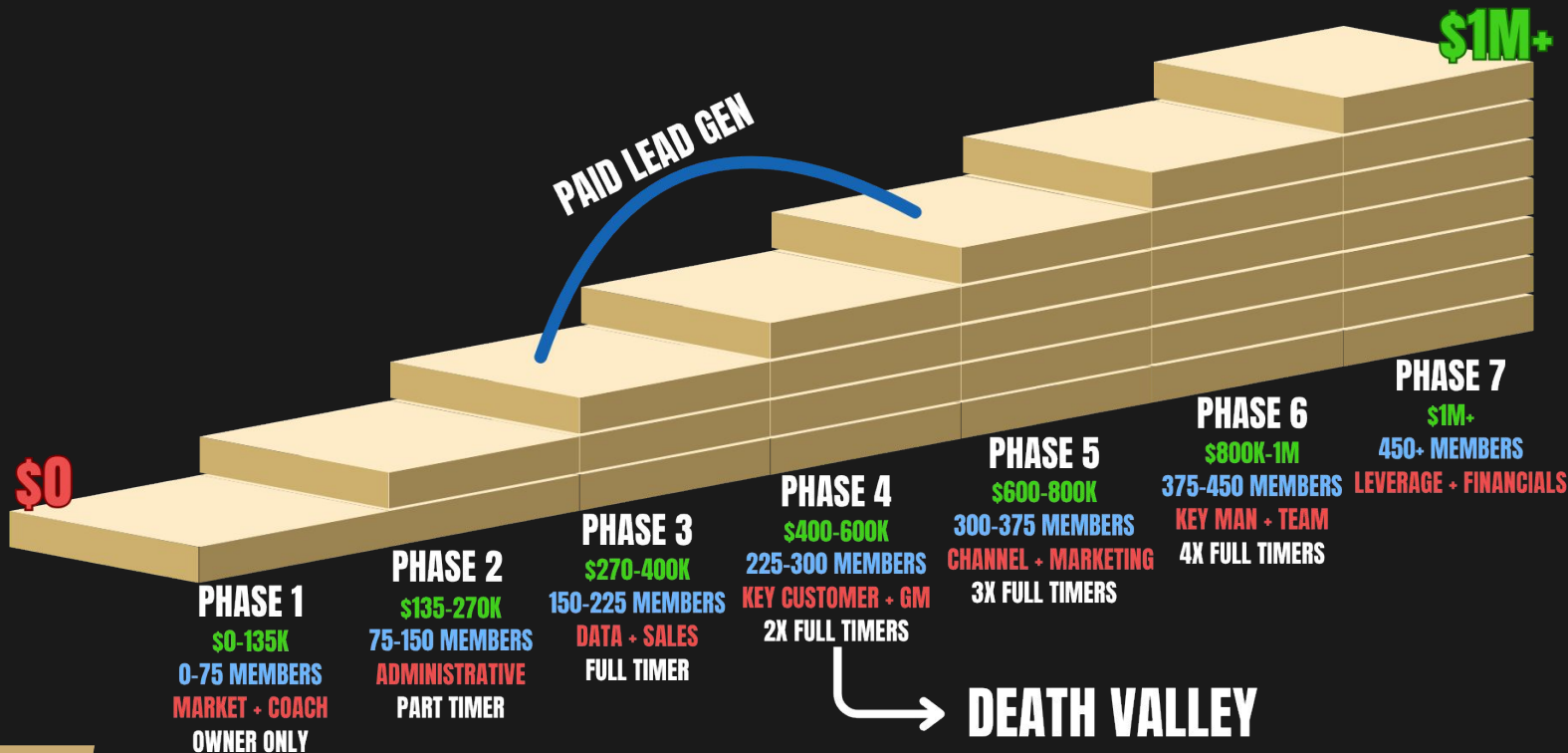
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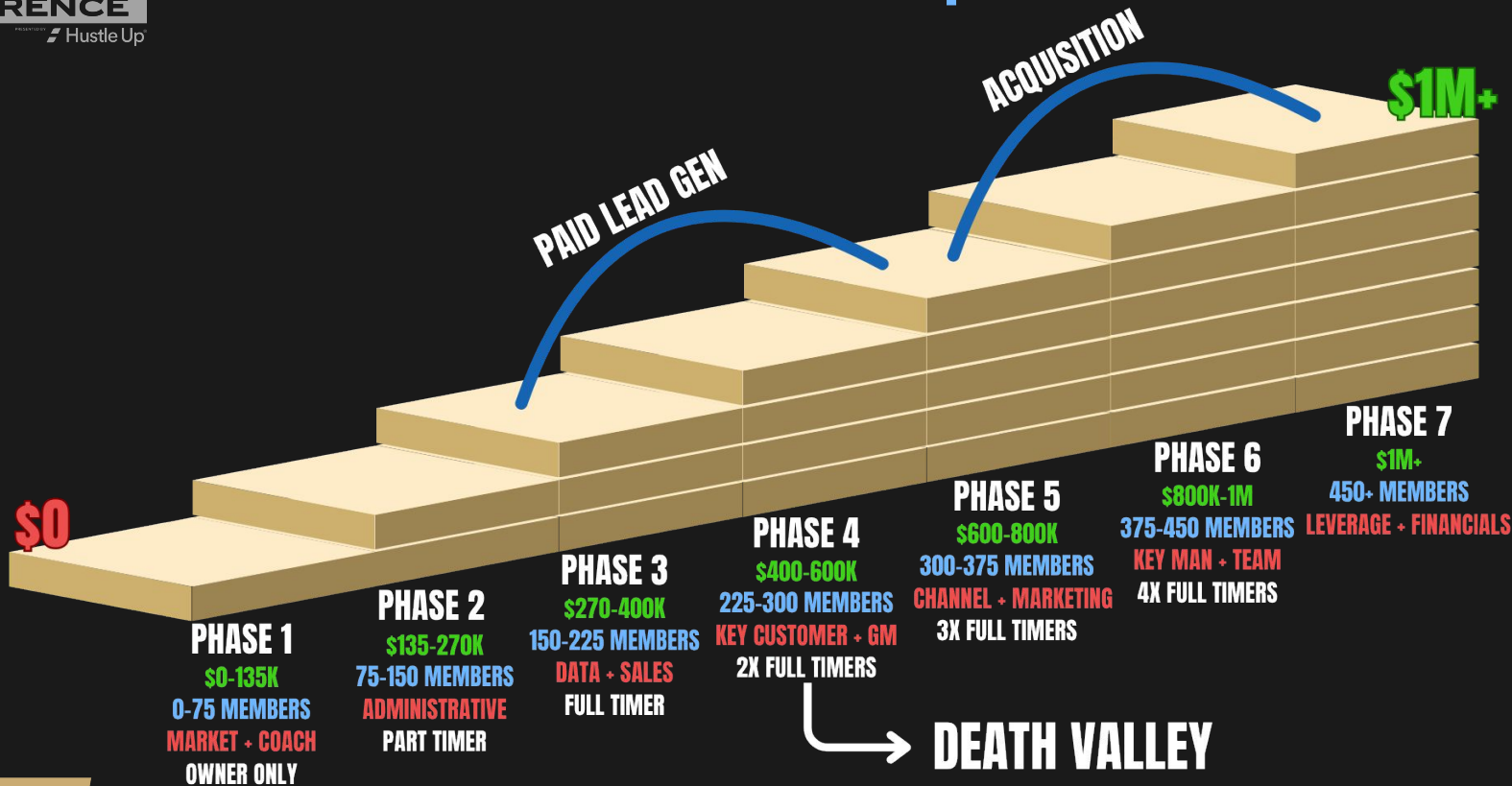
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Exercise 1

Where Are You In The Growth Phases?

Exercise 2

Circle Your Primary Risk.

Major Risks



Key Man



Key Customer



Single Channel



Data

What You Are Avoiding

Exercise 3

Owner's Audit

Exercise 4

Risk-Based Valuation Equation

SDE x Risk Multiple

Seller's Discretionary Earnings (SDE)

SDE = Earnings and Benefits

Risk Assessment

Transferable & Predictable

OWNER PROFIT	TRANSFERABLE?	PREDICTABLE?	MULTIPLE	EST. VALUE
\$60K	✗ No	✗ No	1 x	\$60K
\$100K	✓ Yes	✗ No	1.5 x	\$150K
\$100K	✗ No	✓ Yes	1.5 x	\$150K
\$150K	✓ Yes	✓ Yes	2.5 – 5 x	\$375–450K

Action Plan

What Phase Are You In?

What Is Your Primary Risk?

What Is Your Estimated Valuation?

What Is The Audit Truth You Can't Ignore?

What Will You Do Within The Next 7 Days?



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Q&A

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