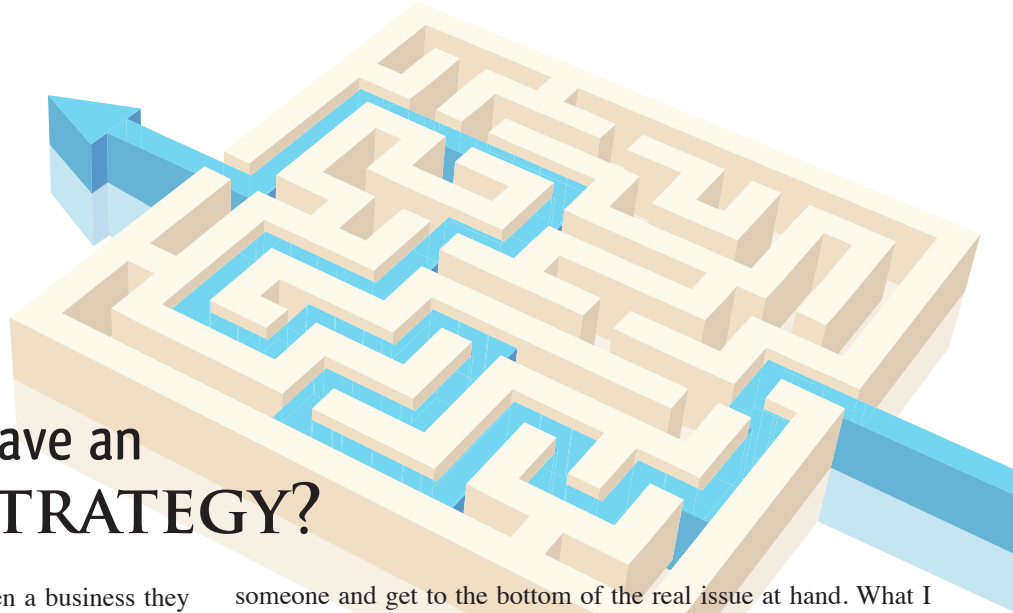




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Do You Have an EXIT STRATEGY?



When an individual decides to create and open a business they are fulfilling a personal vision or dream. Not only are they investing their own money- they are investing their personal time and energy into the dream. If they did not feel that it would give them a return on their investment, they would have put their money into another investment where they would get a return on that investment. With the economy as volatile as it is individuals are more discerning when it comes to where they are going to invest- remembering there are no guarantees.

I was very excited to hear from a client in the U.S. who I had consulted with seven years ago on building her dream Spa/Salon. She had purchased a one half acre of land and a building which she totally renovated – a free standing building in a small city which she renovated into a beautiful Spa/Salon. A very savvy business woman; she was not afraid of the long hours of time she invested because she had a long term plan and an exit strategy.

She has finally made a decision to sell her business and has other dreams she wants to pursue. She contacted me to assist her with this next step in her long term plan.

Some of the challenging issues she is facing today are:

- *Downturn in the economy of her state*
- *Challenges with her staff – spa staff*
- *Some of the strengths in her business today are:*
- *A very beautiful building which she has maintained very well*
- *A strong client base*
- *Hairstylists that are all independent contractors who rent their chairs and are very self-directed and responsible*
- *Financials that indicate a strong business with great returns*

This business woman has done a lot of thinking and is putting a plan into play to ensure she is not just reacting emotionally to the challenges she is facing. It is very interesting to work with

someone and get to the bottom of the real issue at hand. What I found amazing was that she could handle the downturn in the economy as she is a realist- what was really a thorn in her side was the Spa staff!!!! She is just tired of babysitting and feels she is always trying to accommodate their needs. I asked her, “do you feel like you are being held a hostage?” “That is exactly how I feel and I am so tired of it.” I told her of my e-book called, “Are Your Employees Holding You Hostage”; and gifted a copy to her.

The two year plan she has now created for her exit strategy includes:

- *Her business is listed with a highly reputable real estate agency that is specific to working with businesses- the client has to be approved and the owner will not be bothered by individuals who will waste her time.*
- *She is very specific as to sell the entire business. The real estate agent had individuals interested in just the business and not the building. She will not sell just the business as she knows how hard she has worked to make it successful and will not jeopardize her investment with someone coming in and destroying what she has built.*
- *She is now prepared to clean up the spa staff as she has renewed energy and clarity and knows she can replace the spa staff.*

It was and is today an honor for me to assist someone like this business woman; brainstorming and working with logic and reason rather than just emotions allows you to get a larger perspective of the issues at hand and not make decisions that are not beneficial to you. She has a plan and is working her plan and will not throw in the towel when she becomes disheartened. These qualities are important for a leader and entrepreneur.

I was very excited to hear from her again after our conference call- the real estate agent has a very interested and qualified client who is very interested in purchasing the building and the business. It is amazing that when we are very clear on what the end result is that we desire- and we have the patience and fortitude to wait for our designed plan to unfold- synchronicity appears. She has renewed clarity and enthusiasm and is prepared to work her plan. I am also very excited for her to share the results of her new plan regarding her spa staff!