

Avoiding the **6 Mistakes**
That Can Destroy Your Business
and Your Future



Vitally Important Questions for Business Owners

Learn How To Protect Your Assets

WE NEVER PLAN TO MAKE MISTAKES. As business owners, we're focused on running our business. Every day brings new challenges, opportunities and decisions. But there are six mistakes that consistently cause businesses to fail. And we need to know what they are and how to avoid them!

BusinessKillers® can help you learn from the mistakes of others. And you'll experience it all in a concise, interactive, video format. No slides, charts or graphs.

The Workshop

BusinessKillers® is a unique, educational workshop. The *businessKillers*® name refers to the six common mistakes that can destroy a business and compromise everyone involved.

Each of the six modules dramatizes a critical error in planning and protecting a business and the impact on the owner's personal financial future.

Mistakes Examined

Do you have a partner in your business? What happens if one of you dies prematurely? Will you end up in business with your deceased partner's spouse? Can you sustain the business income without your partner? What limitations will you face in management? What liabilities will you incur by continuing the business without proper planning for such an event? Do you know what your business is worth today? If you believe you do, how did you arrive at that value?

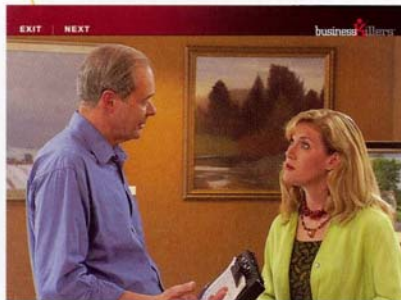
This is an example of just one mistake examined within the *businessKillers*® workshop.

What if the value of your business drops by 40% just before you plan to retire? Or sell? How do you protect your assets? How should you diversify your assets, including the business? What if you are unable to work for a period of time due to illness or injury? What would happen to your personal income?

Every one of these questions is important. And the correct answers can mean the difference between a successful business and one that is close to disaster. These issues and many others are clearly discussed during this workshop.

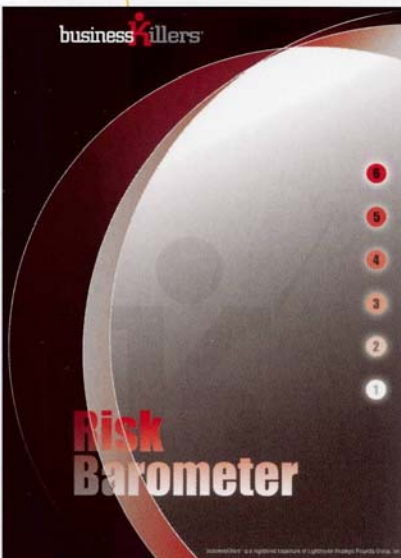


the 6 modules



Video Vignettes

Each of the six topics is presented in a short video vignette that will dramatize the mistake. During the workshop you will have opportunities to discuss possible outcomes and solutions for each mistake. And, you can listen to an objective third-party consultant present his or her view.



Risk Barometer

A unique and powerful aspect of the *businessKillers*® workshop is the ability for you to evaluate your own risk. The risk barometer booklet was created by industry experts and provides key questions for you to answer relative to each mistake. These are simple "yes/no" answers.

• "I know what my business is worth."

1

• "I'm too busy running the company."

2

• "That'll never happen to me."

3

• "There's plenty of time for that."

4

• "My business *is* my retirement."

5

• "You can't beat Uncle Sam."

6

Attending a Workshop

Contact our office to check the dates and times for upcoming workshops. Seating is limited.

If you prefer, a *businessKillers*® workshop or individual presentation can be conducted in the privacy of your own office.



The *businessKillers*[®] name refers to the six common mistakes that business owners make that could compromise their business and personal finances. This program is extremely effective in helping a business owner identify, anticipate and avoid these pitfalls.

Each of the six modules dramatizes a critical mistake in planning or perception, and the impact on the owner's personal financial future. It is an interactive workshop that lets you examine your own situation using an entertaining presentation format.

BusinessKillers[®] is concise. All six topics can be covered in less than 90 minutes. No other program combines education, entertainment and personal business analysis like *businessKillers*[®].