



Two Things You Must Do If You Ever Want to Sell Your Business

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Ownership = Wealth

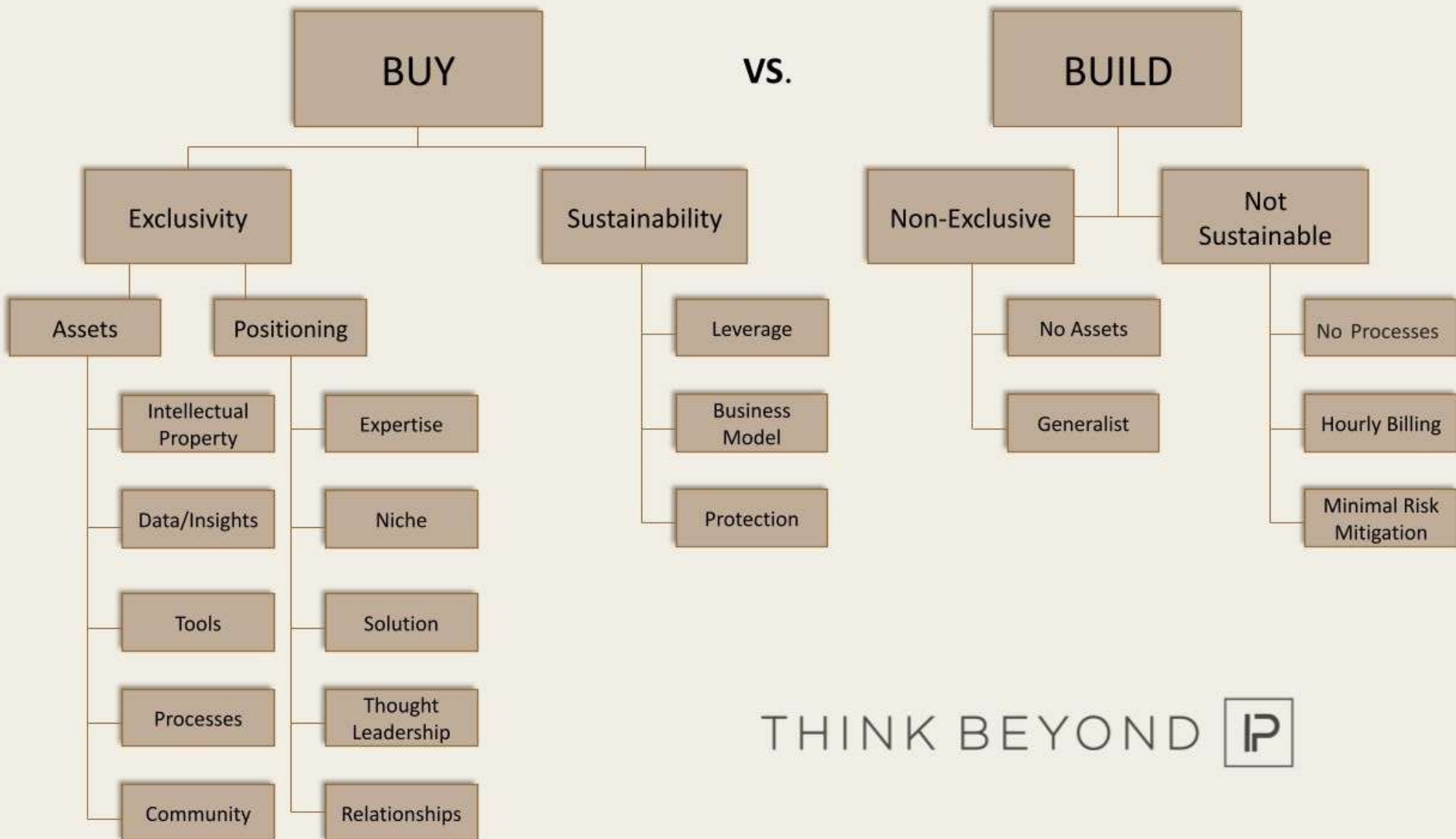


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How to Build a Saleable Services Business



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EXCLUSIVITY



Assets

- Intellectual Property
- Other Assets



Positioning



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INTELLECTUAL PROPERTY

Copyrights
Trademarks
Trade Secrets
Patents



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OTHER INTELLECT-BASED ASSETS

- **Data and Insights**
- **Research and Resources**
- **Tools**
- **Processes**
- **Community**



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Question: Does your
business own any assets?



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POSITIONING



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ELEMENTS OF STRONG POSITIONING

- ❖ **Expertise**
- ❖ **Niche**
- ❖ **Signature Solution**
- ❖ **Thought Leadership**
- ❖ **Relationships**



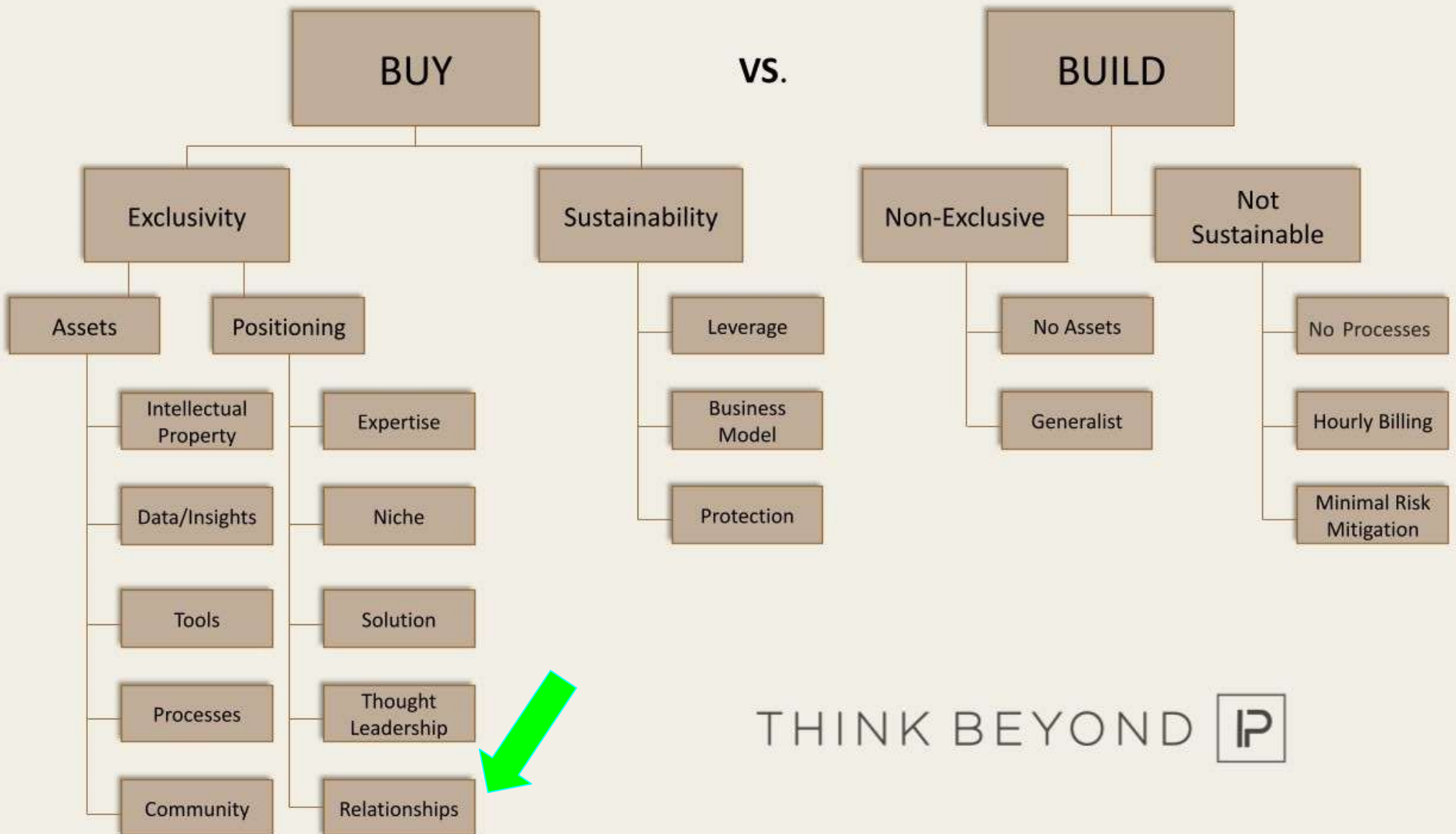
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Example: Think Beyond IP

Think Beyond IP guides expertise-based services firms on the journey from stable income generator to sustainable, scalable and saleable business so the business is a source of generational wealth.



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Question: Do you have
clear positioning?

I am a **DISCIPLINE** who helps **TARGET MARKET**
with **EXPENSIVE PROBLEM**.



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Sustainability

1. Can it run without you?
2. Can it scale?
3. Do you have revenue visibility?



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Keys to Sustainability

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graph TD; A[Keys to Sustainability] --- B[Independence from Founder]; A --- C[Business Model]; A --- D[Solid Foundation]
```

Independence
from Founder

Business Model

Solid
Foundation



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INDEPENDENCE STRATEGIES

- **Systematize**
- **Delegate**
- **Outsource**
- **Automate**



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BUSINESS MODELS

Retainer

Productized service

Subscription

License

Certification

Access

Value-based pricing



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DON'T DIAGNOSE FOR FREE!

Stop doing free diagnosis in order to develop a proposal for a long term engagement

Offer a paid Assessment or SWOT Analysis

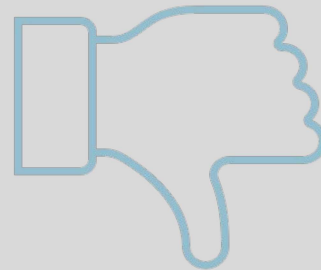
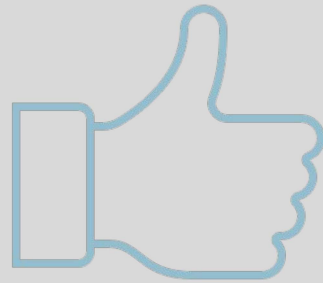
Revenue Visibility

- ✓ **Visibility means the acquirer can be confident in predictions about future earnings.**
- ✓ **Visibility is an indicator that there are processes in place that can be followed by your team without you.**



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Question: Does your business model decouple your income from your time?



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Exclusivity and Sustainability

Two things you must have if you ever want to sell
your business



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