



# THE TOP THREE HEADACHES OF BUSINESS OWNERSHIP

And How 10x Value Catalyst® Helps You Solve Them All

Entrepreneurs Have Three Main Business Goals: Money, Control and Freedom.

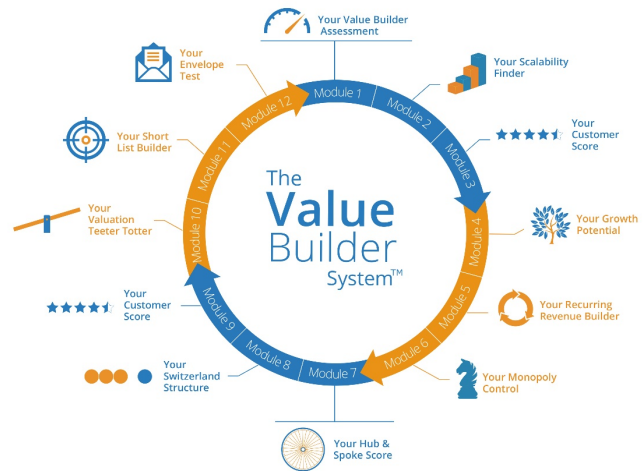
Striving For Those Goals Often Produces Their Biggest Headaches.

**1. Money.** Many entrepreneurs find that they don't have enough money to do whatever they want, whenever they want. Often, they worry their business might not sell for enough money (after-tax) to fairly compensate for the years of risk and hard work. Consequently, they feel trapped.

**2. Control.** Many experience great frustration, due to time constraints that cause them to feel like they don't have sufficient control over their life, nor the time freedom to pursue their passions and enjoy time with family and friends. Instead, many feel trapped by their business. They wonder if they own the business or if it owns them.

**3. Freedom.** Ironically, the quest for more money and more control often leads to less freedom as the company grows. Many entrepreneurs can't seem to shake free of people who drain their energy. They're frustrated trying to get employees to "act like owners" and care for customers the way they do. Once again, the entrepreneur feels trapped.

IT DOESN'T HAVE TO BE THAT WAY.  
WELCOME TO THE 10X VALUE CATALYST®  
VALUE BUILDER PROGRAM.



## THE 10X VALUE CATALYST® VALUE BUILDER PROGRAM

The Value Builder™ Program has been developed over thirty years with more than 50,000 clients. It's been proven to increase enterprise value by 70% or more, while increasing cash flow, reducing stress and allowing owners to enjoy more control and freedom to enjoy the fruits of the business they created. Value Builder is an organized and systematic way to get exactly what you really want out of your business. The diagram above illustrates the development cycle we use to help you address each of the elements of building a smooth running, valuable business that's positioned to sell at any time for optimum terms – or designed to grow, enjoy and own indefinitely.

We've found that the average business gets a score of about 50-60 on our Value Builder Assessment. But those who progressively increase their score to 90 or above see valuation increases of 71 to 100% or more. Plus, they are three times more sellable. The owners no longer feel trapped.

Discover your Value Builder Score™. It's **free**, fast, and fascinating.

Get Your Complimentary Score Here. See How Your Business Stacks Up.

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