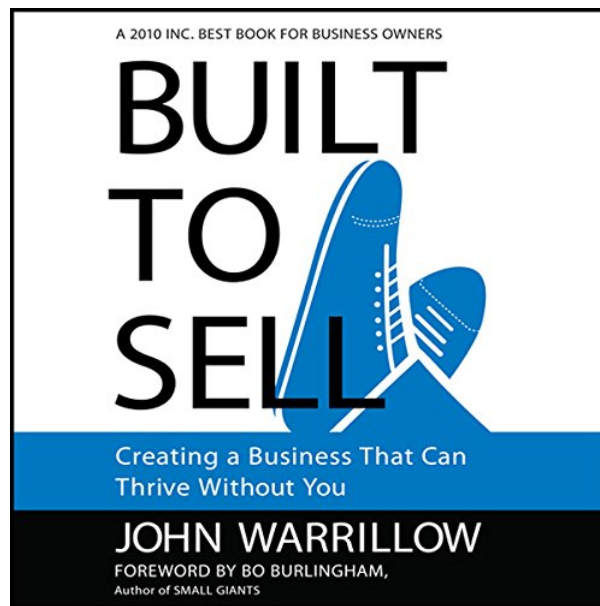


# **BUILT TO SELL: CREATING A BUSINESS THAT CAN THRIVE WITHOUT YOU BY JOHN WARRILLOW**



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# BUILT TO SELL

A stylized illustration of a blue boot with white laces, positioned to the right of the title 'BUILT TO SELL'.

Creating a Business That Can  
Thrive Without You

**JOHN WARRILLOW**

FOREWORD BY BO BURLINGHAM,  
Author of *SMALL GIANTS*

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# **BUILT TO SELL: CREATING A BUSINESS THAT CAN THRIVE WITHOUT YOU BY JOHN WARRILLOW PDF**

A business parable about how to create a start-up that won't trap you when you want to sell it. According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company-even if it's profitable-can stand on its own. To illustrate this, Warrillow introduces us to a fictional small business owner named Alex who is struggling to sell his advertising agency. Alex turns to Ted, an entrepreneur and old family friend, who encourages Alex to pursue three criteria to make his business sellable:

- Teachable: focus on products and services that you can teach employees to deliver.
- Valuable: avoid price wars by specializing in doing one thing better than anyone else.
- Repeatable: generate recurring revenue by engineering products that customers have to repurchase often.

- Sales Rank: #7132 in Audible
- Published on: 2011-05-12
- Format: Unabridged
- Original language: English
- Running time: 264 minutes

Most helpful customer reviews

65 of 68 people found the following review helpful.

It's about creating value, not selling your business

By LKL in Santa Fe

The only thing wrong with this book is the title. "Built To Sell" is catchy but the book is really about how to create value in a business that's separate from you, the owner. Sure, if you want to sell your business, you need to do that, but you need to do it for the good of the business whatever your plans. "Built To Sell" is about creating business value, whether you're going to sell or not. It's also a great read. It's told as a story. That's not unusual today in a business book, but most are clunky efforts that make you wince. Not this one. I read it on a flight and kept reading at the airport when I disembarked, just to finish it. I have a little business now and during the 80s and 90s I ran a business that sold to little businesses around the country (we had a million customers). I know this market -- every small business owner should read this book.

24 of 25 people found the following review helpful.

Built To Sell

By Ted Matthews

This is an amazing tool. Finally someone has cracked the code on what it takes to have a saleable business. I have created and sold 2 businesses - the hard way, without maximizing my return - I am now reengineering my current business with Warrillow's guidance, so I don't make the same mistakes again. This book is a quick, (who's got time?) fun, easy read, full of simple to GET principles. You can start to effect positive change the minute you put it down. My tip: Buy a few copies, for each of your senior people - you won't

want to wait for this one to be passed around!

35 of 39 people found the following review helpful.

Light at the End of the Tunnel

By Rosebud Book Reviews

Built to Sell

by John Warrillow

flipjetmedia, 2010

160 pages, \$25.95

#### THE GOOD

This is a book every entrepreneur must read, whether or not they are going to sell their business. Years ago I read a book stating that there are people good at starting an enterprise, those who can make it profitable, others who excel at sustaining it and finally, a unique few individuals who can figure out how to profitably get out from under it. A business needs all four. This book dramatizes how one person can accomplish each of these steps. As someone who ran a small ad agency for ten years like the one used as an example, I didn't see the slightest misstep in this examination of the ups and downs of owning a business. We all need a light at the end of the tunnel.

#### THE BAD

According to the author the secret to business success seems to be to move from a service provider to providing a unique product (or product-like service). Two problems: 1) There are businesses that don't follow this model that are successful, 2) Things change and the context in which these products are offered is variable.

#### & WHAT BUGS ME

Oh, how I wish I could have had this book back then! These are the elements a business owner needs to come to terms with (and some of the reasons why he or she has a hard time doing that). \$[...] is expensive for a little book, but it is the best business investment you will ever make.

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