

# How To Build Business Value

Maximizing Your Impact:  
Unleashing Strategies to Build Lasting Business Value



# Welcome!

## Today's Presenters:



JP Van Steerteghem



Julie Spain



Jessica Pesce



Simon Ellis

# Up First...

## Creating a Legacy

JP Van Steerteghem  
FocalPoint



The background features a series of overlapping, semi-transparent blue squares and rectangles of various shades, arranged in a curved, wave-like pattern that flows from the top left towards the bottom right. The shapes are layered, creating a sense of depth and movement. The overall color palette is a range of blues, from light sky blue to a darker, muted blue.

# **Creating a Legacy**

From self-employment to building a business  
to creating a legacy

10,000 baby boomers turning 65 every day and this generation owns 51% of privately held businesses in the United States. In recent surveys, 3 out of 4 business owners "profoundly regretted" their decision to sell within one year of exiting due to lack of "readiness".

-Exit Planning Institute



PROCESS



# Building your legacy starts TODAY

Making legacy planning integral to day to day operations  
is key to building a healthy business



# 3 Eyes of the Business Owner



## **Entrepreneur**

*(Forward Looking - - Visionary - - Strategic View)*

**10%**



## **Manager**

*(Backward/Data Looking - - Past Results)*

**20%**



## **Technician**

*(Daily "Fire-Fighting" - Short-term Issues)*

**70%**



# 3 Eyes of the Business Owner



## **Entrepreneur**

*(Forward Looking - - Visionary - - Strategic View)*

**90%**



## **Manager**

*(Backward/Data Looking - - Past Results)*

**10%**



## **Technician**

*(Daily "Fire-Fighting" - Short-term Issues)*

# 3 Eyes of the Business Owner

## Key Message

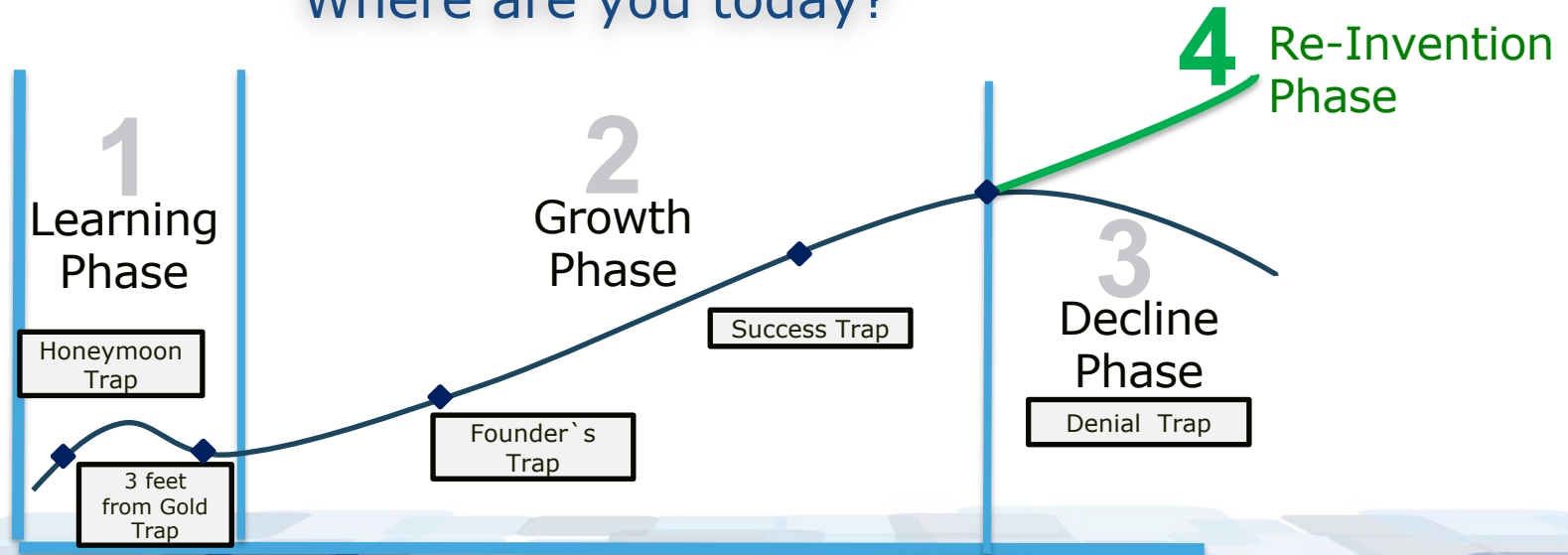
Work **ON** your business... not **IN** it

What is your long term vision and goal?



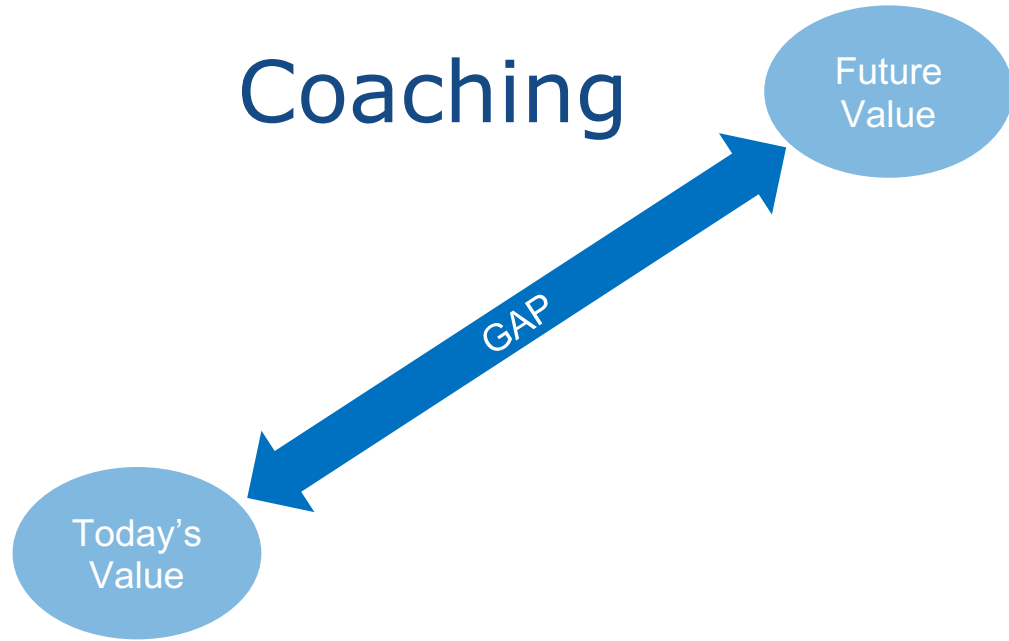
# Business Life Cycle

Where are you today?



**Know where you are today!  
Invest accordingly in order to achieve your long term goal.**

# Coaching



# A Simple Value Formula

$$\text{Business Value} = \text{Cash Flow} / \text{Risk}$$

## Examples



- Sustainable Sales Growth
- Operating Cost
- Long Term Debt



## Examples

- Business Owner Involvement
- Employee & Manager Training
- Customer Relationships



# Growth vs. **HIGHER** Risk

	Now	Future
EBITDA	\$1.0M	\$2.0M
Multiple	3x	3x
Value	\$3.0M	\$6.0M



# Growth vs. LOWER Risk

	Now	Future
EBITDA	\$1.0M	\$1.5M
Multiple	3x	4x
Value	\$3.0M	\$6.0M



**Contact JP Van Steerteghem for a free consultation if you like to determine your business Risk profile**

# It Takes A Village





# Up Next...

## Growing Your Leads

**Julie Spain**  
inConcert Web Solutions



The background features a series of overlapping, semi-transparent blue squares and rectangles that form a curved, tunnel-like path leading from the top center towards the bottom center. The colors range from light sky blue to a darker, muted blue. The overall effect is a sense of depth and forward motion.

# **Growing Your Leads**

Learn how to attract, captivate, and convert leads

# Five Steps to Success

1. Identify your ideal client
2. Do your research & identify platforms
3. Create your strategy
4. Implement & TRACK
5. Optimize & Improve



# Identify Your Ideal Client

## Building Personas for Targeted Marketing

- **ABUNDANT Clarity:** Understand your ideal client's needs, pains, fears, and desired outcomes.
- Create detailed buyer personas for precise targeting.
- Tailor your products/services to directly address your client's pain points.



# Do Your Research

- Thorough market research: Understand where your ideal clients spend their time online.
- Identify platforms: Choose the right channels for your audience (social media, search engines, SMS).
- Explore competitors: Analyze where your competitors are successful and learn from their strategies.



# Create Your Strategy

- Content is CRUCIAL: Develop compelling content that resonates with your ideal client (seen, heard, understood).
- Multi-Channel Approach: Utilize a mix of digital marketing channels for a holistic strategy.
- Conversion Funnels: Design effective funnels to guide leads through the customer journey.



# Implement & Track

- Execute Your Plan: Put your strategy into action consistently.
- Utilize Tracking Tools: Implement analytics tools to monitor campaign performance.
- Key Metrics: Track metrics such as click-through rates, conversion rates, and cost per lead.



# Optimize & Improve

- Regular Assessment: Continuously evaluate campaign performance against goals.
- A/B Testing: Experiment with different elements to identify the most effective strategies. Run multiple ads within one campaign, just be aware of your ad spend.
- Refinement: Use data-driven insights to optimize and improve your lead generation efforts.





# Website Optimization is Crucial

Consider your website as your 24/7 sales representative.

- A well-optimized website can make a substantial difference in how potential clients perceive and interact with your business.
- Make a powerful first impression by helping your client feel heard and seen on your homepage, enhance user experience (Mobile AND desktop) and drive lead capture (CTAs).



# FREE Tools

- You NEED a CRM. Organize your client data (company and personal information), track outreach efforts, and lead statuses/conversions. Hubspot is free. There is no excuse.
- Google Adwords Keyword Planner
- Leadfeeder
- Apollo.io
- Mailchimp
- Canva
- Answer The Public
- Chat GPT
- Schedule within FB/IG/LI
- Pexels (when you can't find a photo of yourself/team/product)



# Up Next...

## Why You Need to (Estate) Plan For Your Business

Jessica Pesce  
Pesce Law Office



The background features a series of overlapping, semi-transparent blue squares and rectangles that form a curved, tunnel-like path leading from the top center towards the bottom center. The colors range from light sky blue to a darker, muted blue. The overall composition is clean and modern, with a white background and thin grey lines that define the perspective of the path.

# **Protecting Your Legacy**

...and your business is part of YOUR legacy!

# Why You Need to (Estate) Plan For Your Business

1. Identify who is in charge of your assets upon your incapacity or death
2. Identify who benefits from your assets
3. Avoids probate!
4. Helps with taxes (yes, there are taxes that may need to be paid when you pass away)



# Steps to (Estate) Plan For Your Business

1. Understand that your business is an asset.
2. What kind of business structure do you have?
3. Who are the key players?
4. What is your ownership interest?
5. Who would take over your business in the event of your incapacity or death?
6. What happens to your business shares / interest in the event of your incapacity or death?
7. Is there an agreement in place reflecting this?
8. Is there a vehicle in place for others to buy your business shares/interest?
9. Who does that money go to and how?



# Typical Documents Needed to (Estate) Plan For Your Business

## 1. Business Documents

- a. Operating Agreement, Shareholder Agreement, Partnership Agreement
- b. Buy-Sell Agreement funded with Life Insurance

## 1. Estate Planning Documents

- a. Trust(s)
- b. Last Will and Testament
- c. Durable Power of Attorney



# Up Next...

## Risk and Return

**Simon Ellis**  
Bright Future Financial







# Risk and Return

## Understanding Risk Mitigation and the Importance of Asset Diversification

(This presentation is for informational purposes only. The guest speakers appearing at this seminar are solely responsible for the content of their presentations which may not necessarily represent the opinions of New York Life Insurance Company).

Simon J. Ellis Financial Advisor\* 978-534-0130 [sjellis@BrightFutureFinancialLLC.com](mailto:sjellis@BrightFutureFinancialLLC.com) Simon J. Ellis, Registered Representative offering securities through NYLIFE Securities LLC.

Member FINRA/SIPC, a Licensed Insurance Agency 201 Jones Road, 5th Floor, Waltham, MA 02451 781-647-4100

\*Financial advisor offering investment advisory services through Eagle Strategies LLC, A Registered Investment Adviser

Bright Future Financial LLC is not owned or operated by NYLIFE Securities LLC or its affiliates Bright Future Financial, LLC 975 Merriam Avenue, Suite 200 Leominster, MA

01453

# Why Start With Protection?

1. Growth is a process that happens slowly and builds over time.
2. Loss is an event that can happen anytime and instantly make a valuable asset worthless.
3. All businesses risk loss just by being in business.



# Trigger Events

- Death of an owner
- Disability of an owner
- Retirement of an owner-employee
- Owner's desire to sell interest
- Divorce of an owner from spouse
- Insolvency or bankruptcy of an owner



# Why Do We Delay?

1. If protection is that important, why do we delay addressing it?
  - a. There's always something urgent that seems more important at the time
  - b. Truly important things are rarely urgent
2. Most of what we address are problems we face NOW
  - a. The problem only happens one time – for everyone – so no one alive today has seen the impact of their death
  - b. I delayed, and nothing happened, so let's hope nothing happens until I get to it
  - c. I don't even want to think about it



# Buy-Sell Fundamentals

It is an agreement between two parties – buyer and seller – to transfer a business interest upon death, disability, retirement, or some other disposition event.

This Agreement can be:

- Between the business and separate owners (entity purchase).
- Among or between the owners themselves (cross purchase).
- Between and owner and an outside party (one way buy sell).
- A combination of the above
- Agreement is written by an attorney (The agreement can be funded with life or disability insurance)



# Possible Advantages of a Buy-Sell

- Removes uncertainty about selling price upon death, disability, or other disposition event
- Allows remaining owners to run business without interference from seller's family
- Usually provides cash to the seller or seller's family
- May help equalize inheritances among family members
- May establish the value of the business for Federal and State estate tax purposes



# Why Business Owners Don't Save For Retirement

**I will cash in  
on the sale**

**I need to  
reinvest in my  
business**



**My business  
needs cash**

**Qualified  
retirement  
plans don't  
work for me**

# What Happens To Many Business Owners At Age 65?

- Minimal savings “earmarked” for retirement
- Limited income tax diversification for retirement income
- Minimal asset diversification or protection





# Consider Gradually Repositioning

- More protection from business risk
- More options to provide flexibility for retirement income
- Asset and income tax diversification
- Consider “Unlocking” of your business asset



# Why Build Wealth Outside of the Business?

## Diversify Risk

Reduce amount of wealth exposed to business creditors, lawsuits or failure

## Options

Retirement savings can create options for business owner regarding their business asset. For example, sell outright, carry the sale, transition, transfer to heirs.

## Tax

Diversify tax exposure. C-corporations can be subject to double taxation. Income tax at corporate level and can be taxed again when a dividend is paid

**We're Here to Help**  
**Q&A**

The background features a complex, abstract geometric pattern. It consists of various overlapping squares and rectangles in shades of blue, from light sky blue to deep navy blue. Some shapes are solid, while others are outlined in thin white lines. The overall effect is a modern, clean, and professional aesthetic.



**Thank you for joining us!**