

# WHY YOU SUCK AT SELLING YOUR BUSINESS AND WHAT YOU CAN DO ABOUT IT (TODAY)

WRITTEN BY

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Deep Wealth - Your Success. Our Obsession.™

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C H A P T E R

01

# MY STORY

"THINKING OF PLAN B MUDDIES UP YOUR CHANCES OF SUCCEEDING AT PLAN A." -CHARLIE DAY (ACTOR)

How could a kid right out of school with no experience, money, or team build one of the largest eLearning companies, help change peoples' lives, and have a 9-figure exit?

If this sounds too good to be true, read on.

To the outside world, I was a lucky kid who was an overnight success and at the right place at the right time.

In reality, my journey had with many setbacks and so-called 'failures.' Little did I know that each 'failure' prepared me for my future success.

Before I go any further, let me congratulate you. The fact that you're reading this tells me that you want to make a difference.

**Hint: Click the icons below to to jump start your success!**



**PAGE 1**

Deep Wealth - Your Success.



**DEEP  
WEALTH**

Congratulations on building a successful company. You've defied the odds and have made a difference.

Ready for an insight most entrepreneurs miss, at their own expense?

The skills that got you "here" aren't the same to get you "there."

Wherever you are in your journey, know these two things:

- 1** The proven success principles I'm about to share works regardless of where you're starting out.
- 2** I've already done the heavy lifting for you. My failures and mistakes are your learning points which you'll master and profit from.

If you're looking for a 'magic bullet,' I'm not your guy. But if you're willing to have an open mind, put in the time and have a 'whatever it takes' attitude, let's get to it.

Principle 1 is waiting for you.

02



C H A P T E R

02

# PRINCIPLE 1

## THE SKILLS THAT GOT YOU HERE

### AREN'T THE SAME

### SKILLS NEEDED TO

### GET YOU THERE



**"YOU MUST EITHER MODIFY YOUR DREAMS OR MAGNIFY YOUR SKILLS.**  
**-JIM ROHN (AMERICAN ENTREPRENEUR)**

You started your company when you solved a painful problem you were passionate to solve. Your passion and grit helped you transform so-called failure into success. Along the way, you converted customers into raving fans.

Congratulations, you defied the odds and are selling your company. Know that the skills that got you "here" aren't the ones to get you "there." You have one chance to get it right, and you better make it count.

Most sellers are like a boat without a rudder and drift with no direction.

The result?

Millions of dollars left on the table for the buyer to scoop up. There is a better way. Starting today, learn how to extract the deep wealth you've always had but never knew existed.

# PRINCIPLE 2

## YOUR

## COMPANY RUNS

## WITHOUT YOU



**Saying "no" to your company running without you is saying "no" to a high valuation.**

**When your company runs without you, you have time to find new markets to dominate. You attract the best talent who now has a career path.**

**Your management team becomes "insurance" for your buyer.**

**Your buyer needs to know that when you're not around, your company generates the same profit, or hopefully, even more profit.**

**Successful sellers make selling their company a full-time obsession and win big.**

**Follow the smart money and have your company run without you.**

# PRINCIPLE 3

# PROSPER BY

# HIRING A CHIEF

# EXIT ADVISOR



**YOU PLAY TO WIN THE GAME... HELLO. YOU  
PLAY TO WIN THE GAME.**

**HERMAN EDWARDS (FOOTBALL COACH)**

A Chief Exit Advisor (CEA) is a person with a successful track record in buying and selling companies. As important, your CEA is loyal to you.

While your other advisors focus on getting the deal done, a CEA focuses on the best deal for you.

It's your CEA that helps you assemble an exit team that has you dominate and win.

Your future buyer is smart, sophisticated, and has lots of experience. You don't know what you don't know. It's your CEA that prevents you from making mistakes.

Doesn't your investment banker and exit team protect you? The short answer is "no." Your other advisors have their agenda, and you're not at the top of the list.

# PRINCIPLE 4

## ASSEMBLE

### YOUR EXIT TEAM





**GREAT THINGS IN BUSINESS ARE NEVER DONE BY ONE PERSON. THEY'RE DONE BY A TEAM OF PEOPLE. - STEVE JOBS**

**Your exit team "make it" or "break it" for you. Choose wisely.**

**Your Chief Exit Advisor (see page 9) is instrumental in helping you assemble your dream exit team.**

**Your exit team includes your Chief Exit Advisor, investment banker, lawyer, tax advisor, accountant, and key employees.**

**Whatever you do, don't forget about your customers.**

**Your buyer looks to your customers to confirm you're the "real deal."**

**Ready for a secret?**

**Create an exit bonus.**

**A bonus to investment bankers for a higher value has them thinking of how to exceed projections.**

**The bonus to your key employees has everyone wanting the exit to happen.**

**Treat your exit team well, and they will treat you well.**

# PRINCIPLE 5

## HOW TO SELECT

### AN INVESTMENT

#### BANKER





**"ASK THE RIGHT QUESTIONS AND YOU'LL UNCOVER THE HIDDEN PATH TO SUCCESS.**  
**- JEFFREY FELDBERG**

The right investment banker highlights 'must-have' elements of your business. Your future buyer doesn't care about the 'nice to have.' An investment banker that's a game changer and life maker understands this.

Ask these 9 questions to help you select your investment banker:

- What interests you about my company?
- Your opinion on my company value?
- What deals have you closed in my market in the past 3 years?
- Your top 5 relationships in my space?
- How does your fee structure work?
- What materials can you show me for previous offerings and deals?
- Why should I select you?
- Tell me about three deals that didn't happen and why didn't they go through?
- Who is part of your deal team and how do they fit in the process?

# PRINCIPLE 6

## MASTER

## DUE DILIGENCE

DUE DILIGENCE

SALES AND  
MARKETING

R & D

TEAM



**"THE WORDS YOU SAY DEFINE YOUR WORLD. CHOOSE WISELY."**

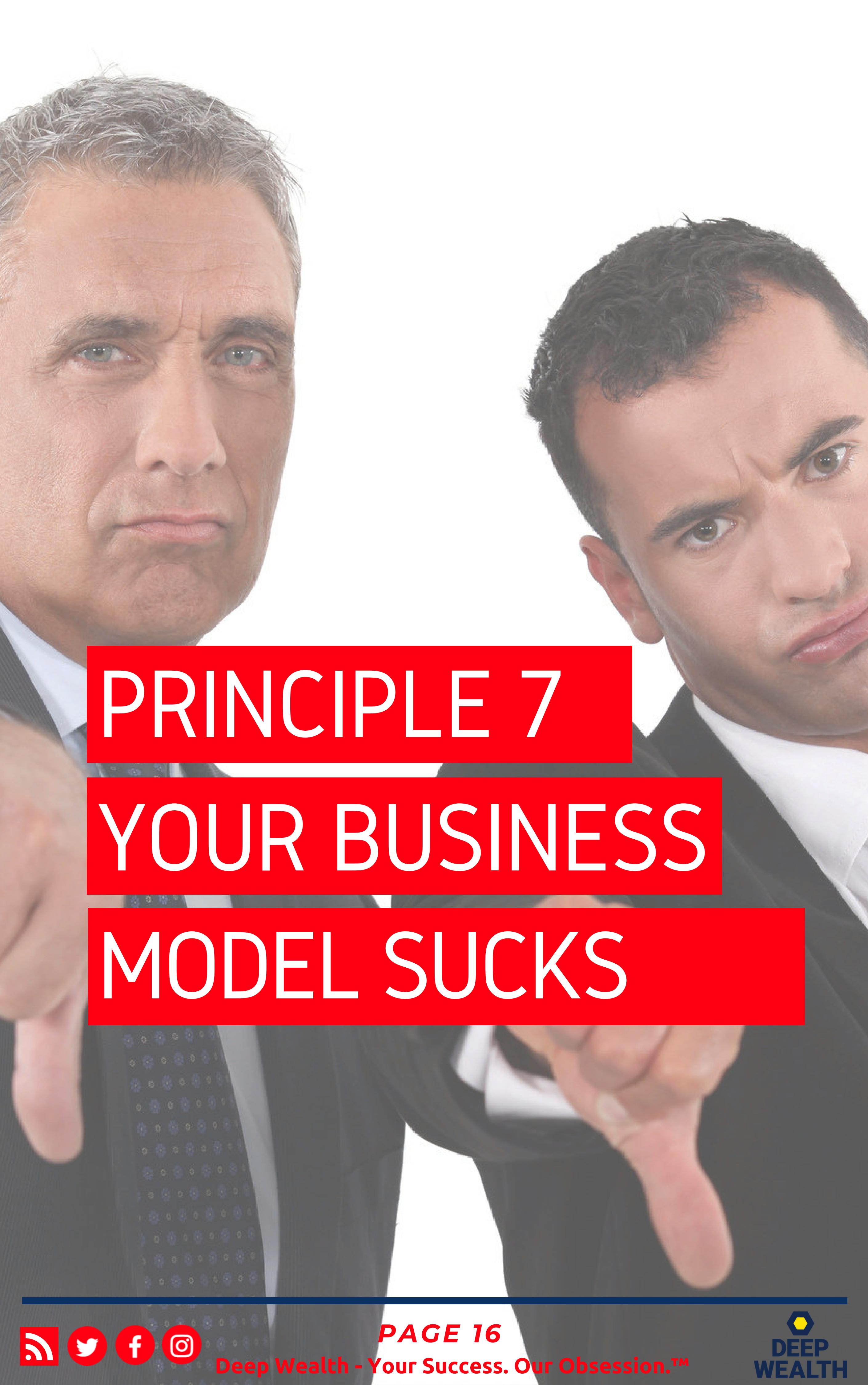
**-JEFFREY FELDBERG (ENTREPRENEUR)**

Did you know that your due diligence mindset is your X-factor for retiring rich and happy?

Due diligence is your key to unlocking a higher company value. Here's the due diligence mindset you need to win:

- Protect yourself as much as the buyer
- Win with a positive mental attitude
- Know your buyer's "What's In It For Me"
- Say only what's needed, and not more
- Have a quick turnaround on all requests
- Offer to review your buyer's report
- Know what you want before selling

Your exit team is key to helping you win in due diligence. Being fast, admitting your mistakes, and being helpful shows your resilience. Do this today, and your future buyer will thank you tomorrow.

A composite image featuring two men in business suits. The man on the left is an older man with grey hair, looking directly at the camera with a serious expression. The man on the right is a younger man with dark hair, also looking directly at the camera with a serious expression. The younger man's right hand is pointing his index finger towards the viewer.

# PRINCIPLE 7

# YOUR BUSINESS

# MODEL SUCKS



## LUCK IS NOT A BUSINESS MODEL - ANTHONY BOURDAIN

If you're like most entrepreneurs, your business model sucks. A typical business charges a fee to a customer for a good or service provided.

Buyers want predictability on repeat business and cash flow. The best way to achieve this is to do two specific things:

- ① Charge a subscription fee
- ② Share revenues with your customers

It's relatively easy to change over to a subscription fee. Sharing revenue with customers is not.

Revenue sharing requires you to solve a painful problem for your customers. The problem is so painful that customers will happily change to this new business model.

Do these two things to increase the value of your business (a lot).

# PRINCIPLE 8

DEVELOP AN

EXIT MINDSET



**HELP OTHERS ACHIEVE THEIR DREAMS  
AND YOU WILL ACHIEVE YOURS**  
- LES BROWN (AUTHOR)

**An exit mindset is five things.**

**First, your business runs without you. This frees up your time to focus on the selling process.**

**Second, provide your buyer with the hope of a better tomorrow. Your so-called failures are a treasure-trove for your buyer.**

**Third, help your buyer succeed. During due diligence, be quick, offer suggestions, and problem solve.**

**Fourth, expect the unexpected. Ensure your exit team wants the sale as much or more than you do. Offer an exit bonus (page 11). Let your positive mindset lead the way to move forward. Your team and the buyer will have a sense of comfort.**

**Fifth, develop leaders in your company.**

**Your buyer needs to know that when you're gone, your company will thrive and prosper.**

# PRINCIPLE 9



SELL YOUR

BUSINESS THROUGH

AN AUCTION



## I CREATE OPPORTUNITIES - BRUCE LEE

Want the highest price for your exit?

Sell your business through an auction.

When you sell your business through an auction, the process keeps buyers on a tight leash. When you select a buyer to negotiate with, you do so with confidence.

If your prospective buyer is taking too long or plays games, you can end the negotiation to move on to other buyers.

When you sell your business through an

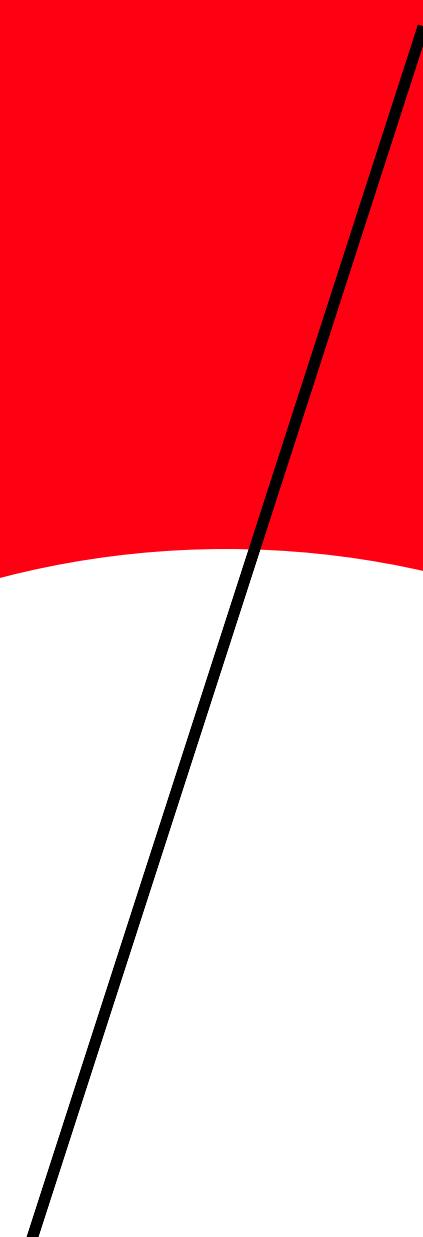
auction, buyers outbid each other to avoid the pain of losing.

When you sell your business through an auction, the more buyers you attract, The bigger the hype, the higher your company value.

What an auction does do, better than any other tool, is provide the opportunity to maximize value. You tilt the playing field in your favor and have more to gain than lose.

You can take that to the bank.

03



C H A P T E R

03

SO  
NOW  
WHAT?

# Impossible is really spelled as *I'm Possible*

Congratulations on completing this eBook.

It's at this point where most entrepreneurs make a fatal mistake. What's the mistake?

Know that the skills that got you "here" and **NOT** the same to get you "there."

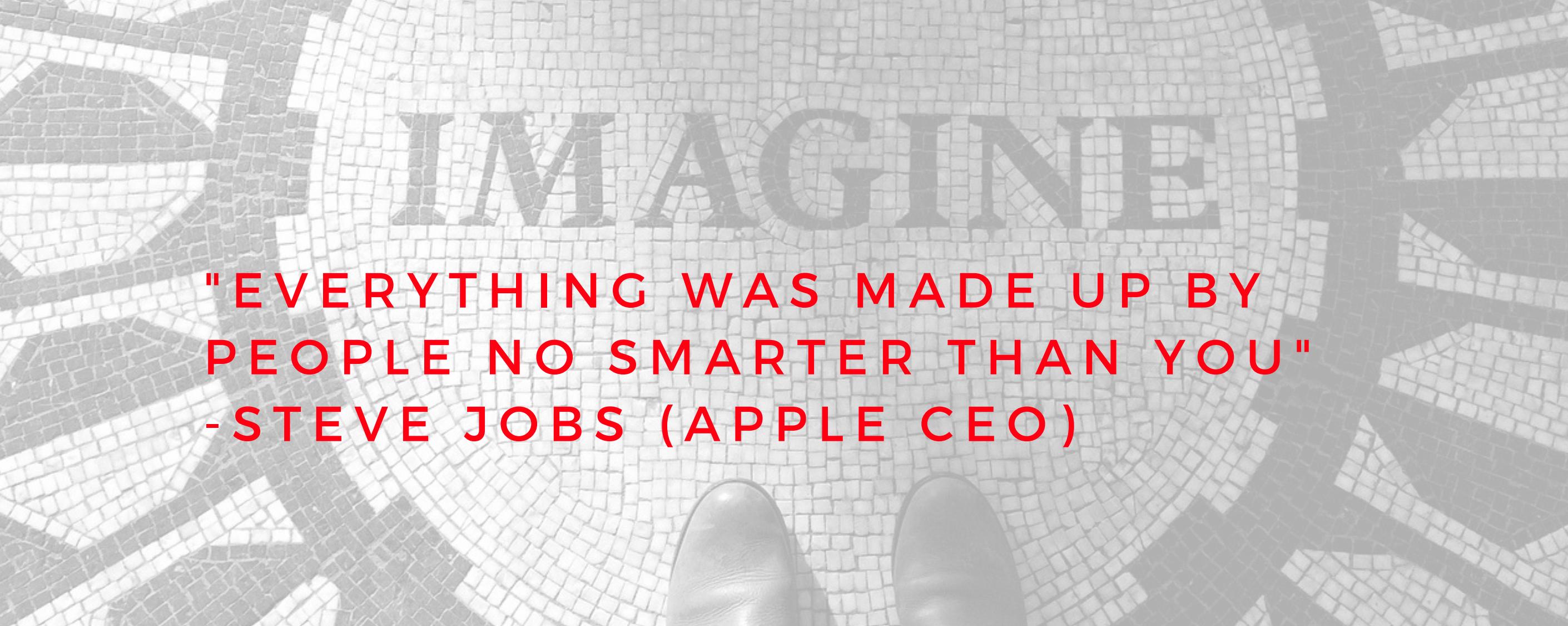
The system is set up against entrepreneurs from the start.

Until now.

After my 9-figure exit, entrepreneurs asked for help in selling their companies.

I thought the answer was finding a book or seminar that would help.





# IMAGINE

**"EVERYTHING WAS MADE UP BY  
PEOPLE NO SMARTER THAN YOU"  
- STEVE JOBS (APPLE CEO)**

**The more I looked, the more frustrated I became. Yes, there are many so-called resources if you're looking to sell your business.**

**Why jeopardize your exit and financial freedom by working with somebody who has never had a 9-figure exit?**

**My frustration had me make a commitment. Our Obsession is to level the playing field for us entrepreneurs.**

**My 9-figure exit was no accident. I left the theory for the classroom when I created the exit playbook to sell my EdTech.**

**Deep Wealth Mastery is the ONLY program based on a 9-figure deal.**



# THE KEY TO YOUR SUCCESS



My original exit playbook was great. But my new playbook is even better.

With the same business partner from my eLearning company, Embanet, we created Deep Wealth.

Act now and enroll in Deep Wealth Mastery to extract the deep wealth from your company that you never knew you had.

Our mission is to help entrepreneurs retire rich and happy on their exit. Click here to learn more

Better yet, [CLICK HERE](#) to book a free call to determine if you qualify for our program.

Space is limited.

Will you be one of the elite few?



# TIME TO TAKE ACTION

How do you achieve massive success?

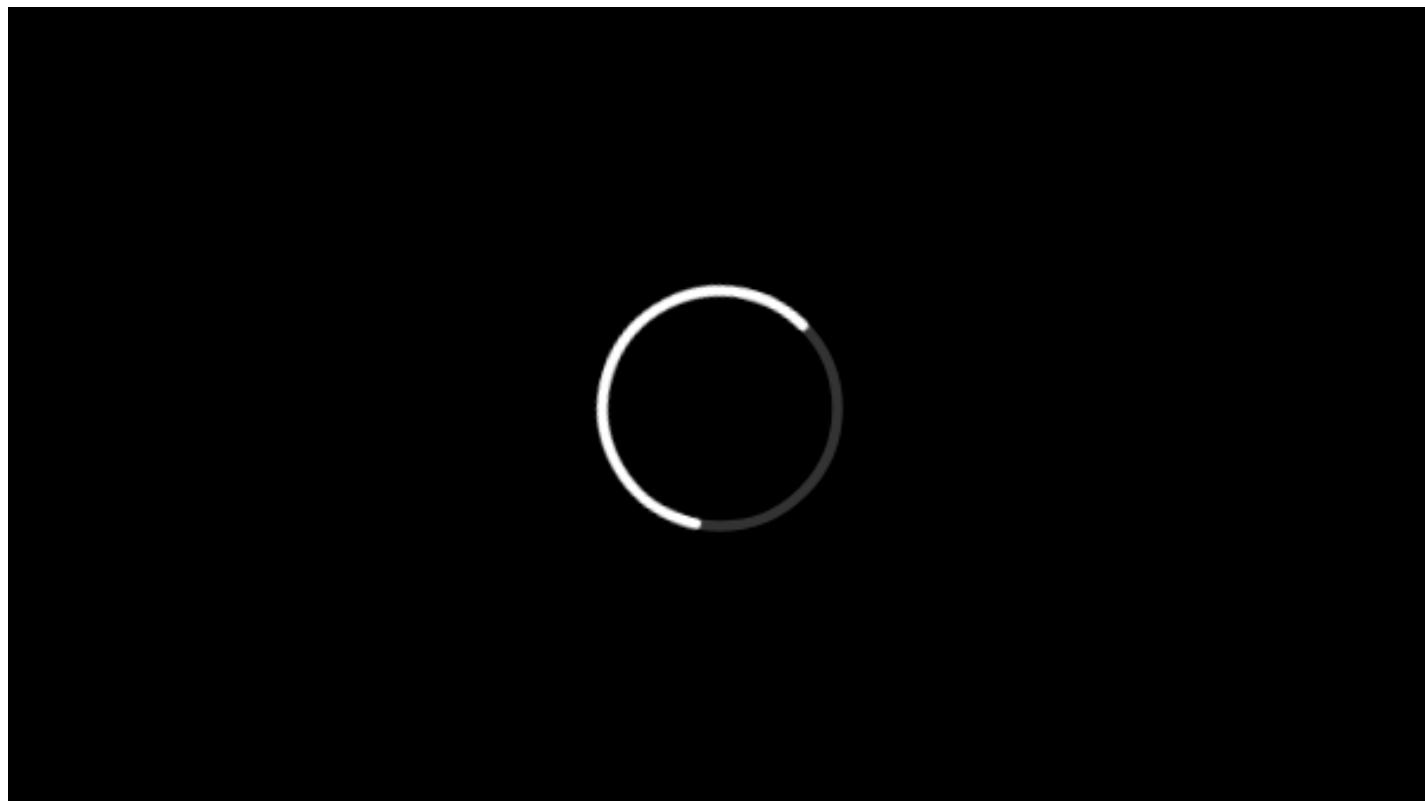
One. Step. At. A. Time.

- ① Read each strategy until you master it.
- ② Subscribe to The Deep Wealth Podcast.
- ③ [Click To Learn About Deep Wealth Mastery](#)

Here's to you and your success!

Jeffrey E. Feldberg

# What Our Clients Say



**“Deep Wealth Mastery provides the best strategic coaching that I have ever had.” - Kam H.**

**“A company that is attractive to sell is also a great one to own. The Deep Wealth Mastery program gives me the best of all worlds.” - William S.**

**“As a result of the Deep Wealth Mastery program, we’ve expanded and enhanced our strategic plans that we would have never otherwise done and were dangerous blind spots left unchecked.” - Leon G.**

**“When it comes to your exit, you don’t know what you don’t know. The Deep Wealth Mastery program is created by people who know, and the strategies and insights are invaluable. The Deep Wealth Mastery program is worth the investment in every way.” Emre S.**

**“What I learned from the Deep Wealth Mastery program helped me make small incremental changes that add huge and immediate value for my company.” - Sanjay S.**

**[CLICK HERE to book a free strategy call.](#)**