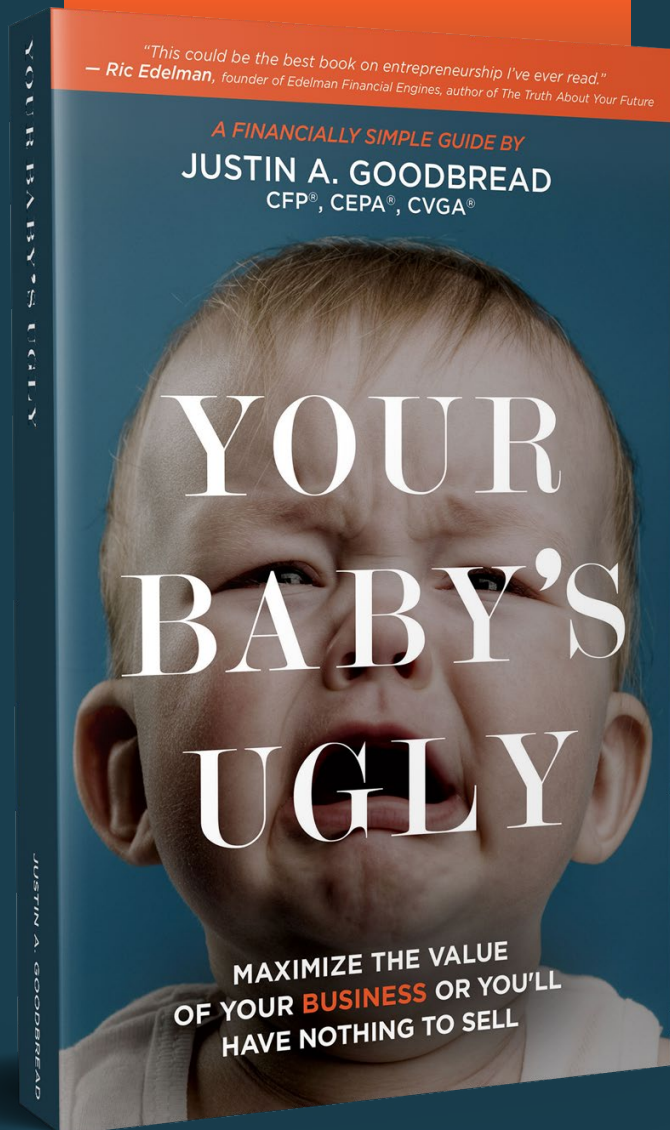


# MEDIA KIT



In *Your Baby's Ugly*, Justin Goodbread offers secrets to nurture your company effectively for better transferability, more longevity, and a bigger appraisal price when you're ready to sell.

## TITLE

# YOUR BABY'S UGLY

MAXIMIZE THE VALUE OF YOUR  
**BUSINESS** OR YOU'LL HAVE  
NOTHING TO SELL

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## TOPICS COVERED INCLUDE



BUSINESS



VALUATION



ENTREPRENEURSHIP



FINANCE

# ABOUT THE BOOK

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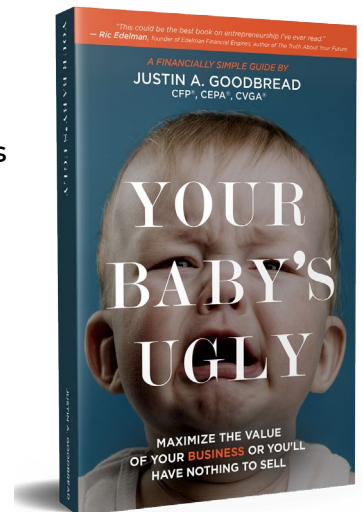
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Are you creating a business that's attractive to others—or is it a business only a parent could love?

If your business isn't attractive, you'll struggle to rise up as a marketplace leader and catch the eyes of financial investors when you need it—or sell your business for profit in the future. You might find yourself heavily involved in every detail, but pouring endless time and energy into your business might not improve its value—or have an effect on your personal net worth.

In *Your Baby's Ugly*, Justin Goodbread offers secrets to nurture your company effectively for better transferability, more longevity, and a bigger appraisal price when you're ready to sell. With practical advice for small business owners, this is your guide to valuation benchmarks for a profitable, sustainable, and scalable business that have been shown to increase personal net worth without increasing your stress.

You'll discover:

- The eight key areas of business that drive up value.
- How leadership, not management, ties directly to value—and how improving work culture improves value long-term.
- The ten-step process to create repeatable sales that could put you light years ahead of your competition.
- Four Cs for marketing your business with a better perception and expectation for your target market.

Don't hold your baby back from reaching its full potential. Get *Your Baby's Ugly* now to get the tools other business owners have used to build a highly transferable, valuable business that they sold for maximum profit!

AVAILABLE FROM



# ABOUT THE AUTHOR

Business owner, financial planner, award-winning educator, and pizza aficionado Justin Goodbread launched his first business when he was 15. From Brunswick, Georgia, he grew up running around barefoot and chasing alligators. His love for helping others with their finances evolved over time, but it began with a dare. A friend bet \$5,000 Justin wouldn't be able to pass three financial tests. With only a month to study, Justin passed the first time. That ultimately led him to become a CERTIFIED FINANCIAL PLANNER™ and later added Certified Value Growth Advisor® and Certified Exit Planning Advisor to his expertise.

Justin is the owner of Financially Simple, a portal that helps business owners manage their business, their wealth, and ultimately sell their business in preparation for retirement. Financially Simple has been featured nationally in Forbes, Fox News, NerdWallet, Yahoo! Finance, and Investopedia. Justin runs the Financially Simple blog, podcast, and YouTube channel. He's been named Knoxville Tennessee's 40 Under 40, Investopedia's Top 100 Advisor, Exit Planning Institute's Leader of the Year, and more. He's been a featured speaker for the Exit Planning Institute, University of Tennessee MBA Finance Department, various professional workshops, and more.

In his first book, *The Ultimate Sale*, Justin revealed how small business owners can build a business that can be sold for maximum profit. He offered simple, useable advice to help folks navigate business sales, mergers, or buyouts to ultimately prepare them for the next chapter in their lives.

Justin lives on a small farm in the country with his wife and three beautiful children. He's an avid outdoorsman who loves camping, hunting, fishing, hiking, and traveling. He's also completed several half Ironman races, marathons, and other endurance events. Learn more about Justin at [www.justingoodbread.com](http://www.justingoodbread.com).



## AUTHOR'S PODCAST



## Financially Simple - Business Growth to Sale

## SAMPLE TOPICS

Talk to Justin Goodbread about scaling your business, increasing your business's value, and improving both transferability and longevity.



- Why Profitable Businesses Don't Sell – and What to Do Differently
- Prepare for the Sale: 8 Key Areas that Drive Sellable Value
- Tips to Build a Best-in-Class Sales Structure that Boosts Revenue and Value
- Beautify Your Business: The 4 Branding Cs to Maximize Your Marketing
- Hire the Right Leadership for Your Small Business to Succeed Without You
- Stop the Revolving Door: Employee Retention Strategies to Grow Your Company

## AUTHOR HAS BEEN FEATURED IN...



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# BOOK EXCERPT

## INTRODUCTION

### Why Your Baby is Ugly

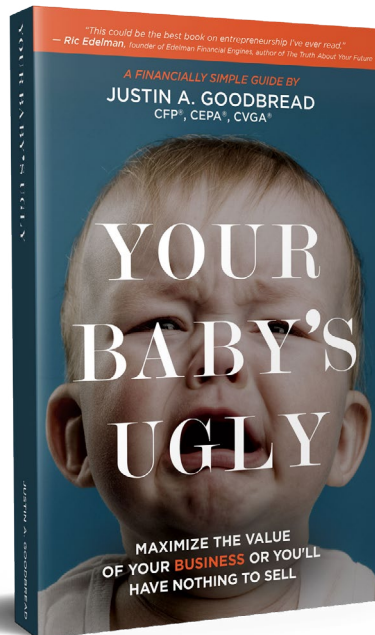
“Son, you never tell a woman that her baby’s ugly. But sometimes you have to. And if you do...you better run or duck!”

When I was a young boy, my dad used to love making this joke. He would chuckle every time, which, in turn, made me laugh too.

The truth is, we business owners do keep a secret from the world. When the world sees a business owner, it sees success: a nicer house, a newer vehicle, exotic vacations, and the ability to set your own schedule.

What people often don’t see is that we are scared to death. We’re scared of harming the team that we know, love, and trust. We’re afraid that losing one of our team members might put the business in a tailspin. We’re cautiously terrified of risk, the possibility of bankruptcy, the potential of losing that big customer, or missing out on the next.

The worry keeps us up at night. I speak with business owners all over the country, and they text me at 4 a.m. while they’re out taking a walk, telling me that they’re praying for their employees and customers. That’s the deep, dark secret business owners carry.



During our younger years, we push on with excitement. We push towards an idea of “success,” but at some point, it happens: life or business kicks us in the teeth. And before we know it, we find ourselves flat on our back, wondering what happened. Look at something like the COVID-19 pandemic: it has caused many business owners to question whether it’s wise to even be in business. As business owners, we are pouring a ton of time and resources into the company only to, many times, have apparent success thrown back in our face by our employees or our customers. And we know all too well how it feels to have somebody attack us and our vision.

### So, What’s the Solution?

We hold onto the idea that there’ll be a pot of gold at the

end of the proverbial rainbow when we eventually decide to sell our business. That’s what we imagine. But, as we will cover in this book, that is statistically not the case. The business that keeps us up at night, that we pour all our time and energy into, is often not sellable.

It’s an ugly baby. It’s our baby, and we love it, and we try to defend it, and we are very possessive about it, but that doesn’t change the reality of the situation. It’s comparable to Dr. Frankenstein creating his monster, right? As Mary Shelley’s story goes, Frankenstein created his “baby”, and ultimately, he had to destroy it. So, we read books and seek advice from friends on how to bring your company more value.

As a small business owner, you recognize that V-word. You “know” the time and money you’ve invested in your company is valuable. True, some of your equipment or technologies may be valuable. But is your company valuable? Are you creating something valuable to others or is it only valuable to you? Suppose you want your company to become a marketplace leader, investors to invest money in your company, or sell your business for profit. In that case, you must understand what makes your business valuable to others. Then, you’ll want to work to grow the value

# BOOK EXCERPT (CONT.)

of your business.

Now, more than a few of us have learned from past mistakes. Others have overcome some of life's obstacles, and we have a little bit more gusto. But the reality of the situation is that our baby is ugly. It's unlikely that we're going to be able to sell our baby. We're ultimately not going to be able to reap the reward of our years of effort to the extent that we want to.

I learned this lesson myself as a novice owner of a small landscaping company. I was working 80 hours a week for myself so that I didn't have to work 40 hours a week for "the man." Yet, all I seemed to do was earn enough money to pay my bills. I was working day in and day out without realizing any value growth. My business had grown stagnant, and I wanted advice on how to grow my company's value. I desired to increase my sales and revenue, but I didn't want to make mistakes that would hurt my business.

I didn't understand at the time that my baby was ugly.

I needed help making business decisions, so I sought professional guidance. In my ignorance, I scheduled an appointment with some financial advisors at a national firm, only for them to tell me, "If you don't have any money to

invest, we can't help you." They were a little more diplomatic than that, but that's what they meant. Next, I turned to the accounting world and met with Certified Public Accountants for business advice. Still, they were only interested in completing my tax returns or keeping my books in order. They offered a little bit of insight into how and when to make moves in my business, but, man, I needed more than that.

I ended up turning to a business coach who, I later discovered, had never actually owned a business. That person had me focus on my mission and vision but did little to affect my business's value.

After some searching, I discovered people who knew exactly what I needed to do to grow my small business. However, these consultants and advisors were too busy working with much larger companies bringing in \$30 million, \$50 million, or \$100 million a year in revenue. And here I was, just a small business owner turning my first little bit of profit to feed my family, knowing that I was missing something significant in the game of business. Realizing that I wasn't going to get the help I needed without paying more than I could afford, I began to educate myself.

Through my years of consulting thousands of business owners,

I discovered my struggles are pervasive. Business owners everywhere seek to learn how to increase their company's value, and ultimately, their net worth. We read books, go to seminars, and seek peer advice, all the while hiding the fact that we don't have a clue what we are doing.

Now my companies have grown into industry leaders because of the knowledge and experience I've gained.

## **Value vs. Profit**

I've learned that whether a business grows and is sellable comes down to one question. This one question can redefine how you view your existing company and what you do with it:

Do you want to grow a company that is profitable or one that is valuable?

This distinction matters. Just because you increase the company's cash flow, which could increase its profitability, doesn't mean that you've decreased the company-specific risk. Throughout the book, we will talk through company-specific risk, but for now, keep in mind that the lower the risk, the higher the value. In the pages and chapters to come, I'll show you why you should focus on value rather than profitability if you want to take your business to the next level.