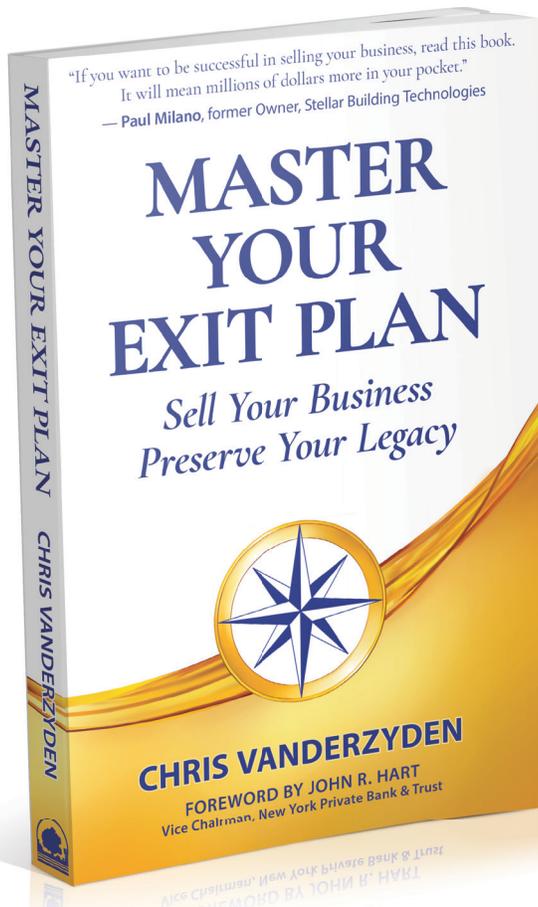


# Only 20 percent of businesses brought to market actually sell.



## ***And 75 percent of business owners regret selling their business.***

Selling your business is a complex transaction filled with potential pitfalls. You need a comprehensive exit strategy that will protect your wealth, family and legacy.

### **How can you successfully navigate this process?**

Written in layman's terms and applicable across industries, Chris clearly walks you through this traditionally difficult process. She shows you how to sell your business, avoiding costly mistakes, so you can preserve your legacy and enter your next chapter with no regrets.

### ***Master Your Exit Plan* guides you from confusion to clarity.**

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#### **About the Author**

Chris Vanderzyden, CPA, CVGA, CEPA, is a founding partner of Legacy Partners, LLLP, an exit planning and M&A advisory firm dedicated to serving privately held, middle-market business owners by creating and executing successful exit strategies that result in the harvesting and preservation of wealth.

Chris speaks internationally on exit planning and mergers and acquisitions, is an expert contributor for media outlets, and is a guest lecturer for Harvard University Extension's Entrepreneurship and Innovation course.



“In *Master Your Exit Plan*, Chris Vanderzyden provides a roadmap with easily understood steps and illustrative cases. This book is valuable to all business owners. As an entrepreneur myself, I wish I had these insights three businesses ago. This book is a must-read, whether you are a seasoned owner looking to sell a business or an entrepreneur just getting started.”

— **James C. Fitchett**, Harvard University faculty

“*Master Your Exit Plan* is a great educational tool that provides business owners with the necessary guidance to ensure a successful transition so their businesses and our communities will continue to thrive.”

— **Steve Mariotti**,  
Founder, Network for Teaching Entrepreneurship

“There is a lot to consider when selling your business and *Master Your Exit Plan* will provide you with practical advice and strategies so you can maximize your results upon exit. This is a must-read for all business owners.”

— **Eric Spindt, CFP®**,  
President and Managing Partner, Commonwealth Financial Group

“The second best way to ‘Master Your Exit Plan’ is to have one! The best way is to have a master advisor to aid you in navigating the process. Chris Vanderzyden shows you how to navigate the obstacles and come out on top with any merger or acquisition!”

— **Jeffrey W. Hayzlett**,  
Chairman and Founder,  
C-Suite Network

“Chris Vanderzyden has tackled the issues all of us business owners face or will face and has laid out a roadmap for all to follow.”

— **Mike Allen**, CEO, Flatirons Capital Advisors

**“If you want to be successful in selling your business, read this book. It will mean millions of dollars more in your pocket.”**

— **Paul Milano**, former Owner,  
Stellar Building Technologies

“Read this book to acquaint yourself with smart strategies that set you and your business up for the next chapter. Combining her seasoned expertise with the acumen of business

planning advisors, Chris Vanderzyden, breaks down exit planning into thoughtful and manageable steps designed to optimize value—for you and your legacy. Clear. Instructive. Actionable.”

— **Tracy Shaw**,  
Vice Chair, SCORE Association Board of Directors

“*Master Your Exit Plan* presents the often complex process of selling a business in a clear and concise manner. Chris Vanderzyden arms the reader with valuable information that will save sellers from making costly mistakes. The book is a must-read for every business owner, regardless of the stage of development of the business.”

— **Pieter A. Weyts, JD, MBA**,  
Partner, NEXT Legal, PLLC

“Chris has written a terrific guide with clear steps as to how to go through this process and strategies that will maximize the value of your business, while minimizing the stress on you. Read this book and be armed with the information you need for a successful transition to ‘what happens next.’”

— **Brian S. Crafts**, President, FMC Technologies

“Chris Vanderzyden uses her decades of experience to enlighten readers on how to avoid many of the mistakes made when planning for and selling a business. *Master Your Exit Plan* will benefit all business owners—large or small. Read this book today, because your exit may be here before you know it.”

— **Sharon Sayler, MBA, PCC**,  
Founder, Competitive Edge Communications and author of *What Your Body Says and How to Master the Message*

## Marketing Plan:

- National print, radio and podcast campaigns
- Major market print, radio and podcast campaigns
- Speaking engagements
- Bookstore mailings
- Promotion on NetGalley
- Select advertising
- Promotional partnerships
- Media appearances
- Social media promotions