

**Make Selling My Business *suck* Less**  
Retirement Runway for Business Owners

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**Maximizing Exit Value  
for Retiring Business Owners**

**3. MODERNIZED MARKETiNG**

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## **3. MODERNIZED MARKETING: Public Perception is the Buyer's Perception**

Today, most businesses that are preparing for sale are owned by Baby Boomers who have been successful, sent their kids to college, and are facing the disheartening fact that their kids don't want to take over the business for which the owner sacrificed and bled.

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## **3. MODERNIZED MARKETING: Public Perception is the Buyer's Perception**

Over the years, the now-retiring Boomer promoted and skillfully grew their business as best they knew how, with traditional advertising and guerilla marketing ... techniques that have aged along with the entrepreneur.

Today's marketing options are dramatically different from the "traditional" techniques, and may not have been adopted well by the "old school" entrepreneurs.

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Today's marketing options include Digital Advertising, Social Media Promotion, Long Form Podcasts and Short Form Reels, among others.

Statistically, each of these venues is researched by the consumer BEFORE they approach the business for a purchase.

The same is true for potential buyers of the business.

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## 3. MODERNIZED MARKETING: Public Perception is the Buyer's Perception

So when we suggest “**Modernized Marketing**” along a “runway” ...

We're talking about a deliberate 2-3 year span of time to aggressively build the company's online presence so the buyer is not only impressed, but is confident that the business can continue to perform “as is,” especially during the vulnerable ownership transition.