



Why should your business be a life sentence?

Regular readers of *NZBusiness* will be familiar with the 'Exit Factor' column by Laura Humphreys and Laura's conviction that behind every business venture there should be a carefully engineered exit plan for the owner.

Now Laura has published a practical step-by-step guide to creating financial freedom from your business. In *Liber8 your Business* learn:

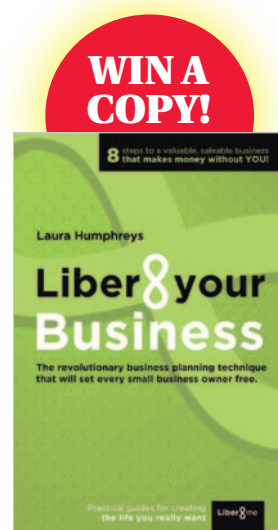
- The eight stages to creating a valuable, saleable business that is not dependent on you.
- Why planning backwards from your end goal is the only way forward.
- How to re-engineer your business so it will pay you back for all your hard work with a very successful exit.
- How to get off the hamster wheel and start building your dream business.

Endorsed by Robert Kiyosaki (*Rich Dad, Poor Dad*) and *E-Myth* author Michael Gerber, this book has been written specifically to simplify and demystify the process of business planning

and exiting. "I really want to empower business owners with what I've learned and show a way they can move forward and create success from day one," she says. "I see this book as the start to small business thinking in a more entrepreneurial way and a guide for anyone planning a new journey."

Read this book and you'll be enlightened, Laura promises; you'll never think about your business the same way again. "A business is not meant to be a life sentence. Like all good stories it should have an exciting beginning, an enjoyable middle and a happy ending. But how many business owners approach their business with the end in mind?"

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email admin@liber8me.com for a printed
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Name one of two high profile business authors who have endorsed Laura's new book. Email your answer to editor@nzbusiness.co.nz by February 28th and your name will go in the draw.

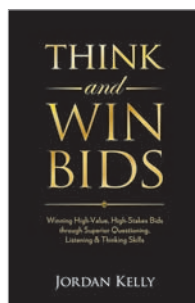
The fundamentals of winning bids

Consistently winning big-ticket bids requires three fundamental skills: the ability to think, listen and ask quality questions. According to seasoned bid strategist and proposals practitioner Jordan Kelly, this might sound simple and logical yet it's these very skills that are noticeably absent in many business development and sales executives today.

Those who feed input back into the bidding process need to have both the ability and the willingness to think deeply, logically, strategically and client-centrally, she says. This skill represents the key differentiator between those companies that sustain a high win rate and those who are either inconsistent in their bidding performance, who flounder, or who resort to price-cutting to get their proposals across the line in a competitive process.

Kelly's book *Think & Win Bids* is a book with a strong message and a wealth of commanding insights into the fundamentals of winning bids.

RRP: \$95 (AUD) – published by Intelligentsia Press.
ISBN: 978-09871-53746



Financial missing link for smart business

Trish Love once asked herself "Why do some people constantly struggle to get themselves out of survival mode financially? And what is different about people who seem to have the 'Midas touch'; where everything they touch turns to gold?"

Love is the founder of Love to Grow, a company that helps business owners create financial success and holistic wealth. She has over 25 years' experience advising business owners how to manage the financial aspects of their business and personal growth.

By learning the answers to the above questions, she created her own Independence Day. In *Love to Grow: Remove Your Financial Barriers, Grow your Wealth and Succeed in Your Business* she shares her secrets so you can do the same. Learn how to define and achieve your own version of wealth; understand where your financial beliefs and actions have been holding you back; diagnose and understand your own money style; move from fear to belief-based decisions; and apply the seven steps to wealth creation.

RRP \$34.95 – published by Morgan James. ISBN: 978-16144-85537

