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Without You, and it involves maximizing your performance across eight dimensions of a self-managing business.

Home - Built To Sell

John Warrillow is the author of Built To Sell: Turn Your Business Into One You Can Sell. Throughout his career as an entrepreneur, John has started and

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exited four companies. Most recently he transformed Warrillow & Co. from a boutique consultancy into a recurring revenue model subscription business, which he sold to The Corporate Executive Board (NASDAQ: EXBD) in 2008.

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Built to Sell: Creating a Business That Can Thrive Without You. According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. Thus, when the time comes to sell, buyers aren't confident that the company-even if it's profitable-can stand

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In Built To Sell: Creating Business That Can Thrive Without You, John Warrillow outlines the reasons why, and what can

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be done about it. The book is an allegory about the troubles the founder of a design agency experiences when, after eight years, he is fed up with the demands of the business and decides to sell, only to find it's essentially worthless.

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John Warrillow, the author of Built to Sell, is the founder of The Value Builder System™ where advisors help company owners increase the value of their business. Previously, he founded Warrillow & Co., a subscription-based research business dedicated to helping Fortune 500 companies market to small

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shows how difficult it can be for business owners to become less involved in their business.

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