



Get Backed, Get Big, Get Bought: Plan your start-up with the end in mind

Colin Barrow

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"Bebo sale to AOL nets founders a £290m fortune in 3 years." - March 2008

"Foxtons sale nets founder £370m." - May 2007

"L'Oréal buys Body Shop for £652m." - March 2006

For entrepreneurs and business owners alike, this is your ticket to serious money.

Fact 1: Business is all about making money.

Fact 2: Personal satisfaction is great, but it doesn't pay the bills.

If your main ambition is to make big money from your business, you're already on the right track. Over 4 million people start up businesses in the UK each year but only 1% become millionaires. Start with the end in mind and you could be one of them.

Colin Barrow, bestselling start-up author and business investment specialist, shows you how to shape up for a sale right from the world go:

Get Backed - secure big investment

Get Big - create real value and strong growth

Get Bought - dress the business and negotiate a killer deal

With practical advice, tools and stories from those who have done it, you'll find out how to guide your start-up business towards the payday of your dreams.

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