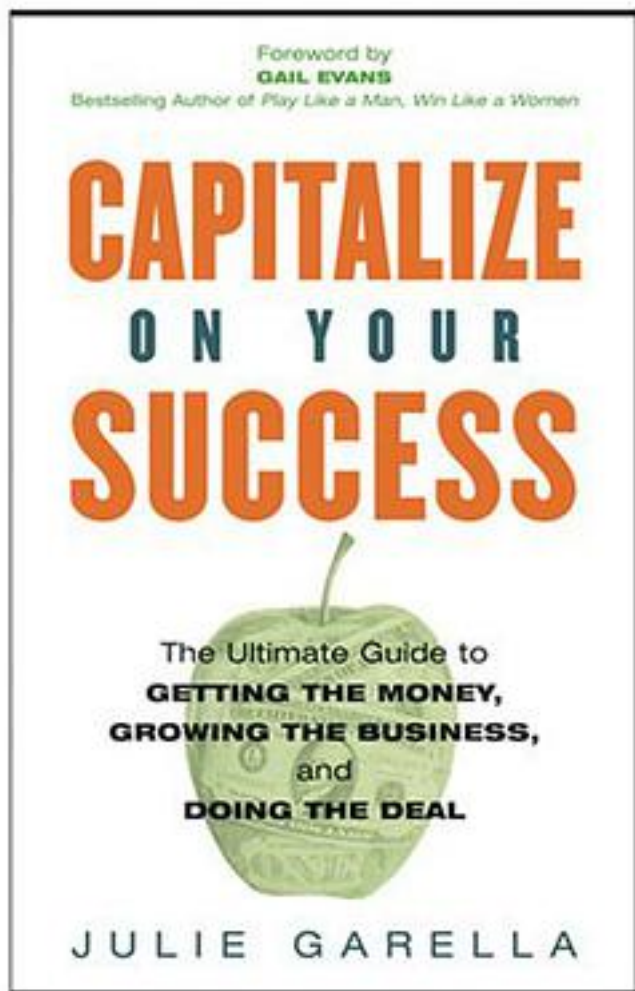


Capitalize on Your Success



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What's Your Exit Strategy? Growing a business you can sell, putting a deal together to buy another company, or taking on outside capital to foster growth all require a certain know-how in terms of language, preparation, and process. Rarely do business owners use the resources and strategies that have been tried and tested by major companies and brands. Instead, most business owners choose to bootstrap, hoping their company can keep up by growing organically, and forge ahead without thinking about how to make their single biggest asset—their company—worth the most possible. In *Capitalize on Your Success*, investment banker Julie Garella demystifies Wall Street and the capital markets, offering straightforward advice and answers in place of incomprehensible business jargon and lofty financial theories. With her decades of experience working with closely held companies, Garella creates a unique, definitive guide for all business owners looking for step-by-step guidance and clearly focused strategies. Her accessible approach shows business owners how to: Grow a business they can sell Realize the importance of capital, and why Debt is not a dirty word Understand what investors look for when backing a company Develop long-term financial strategies that create value Discover the “intangible extras” in a deal—what makes a company worth Know what needs to be in place beforehand to make a deal happen An indispensable resource, *Capitalize on Your Success* takes the key concepts of funding, growing, and selling a company and distills them into practical knowledge every business owner can use.

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