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

Colin Barrow

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**Colin Barrow : Get Backed, Get Big, Get Bought: Plan your start-up with the end in mind** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Get Backed, Get Big, Get Bought: Plan your start-up with the end in mind:

1 of 1 people found the following review helpful. Informed guide to business funding, development and sale By Rolf Dobelli Entrepreneurship expert Colin Barrow promises that selling your company is the path to big bucks. The problem is that first you have to start a business and make it successful. Barrow details all the ins and outs of this

lucrative practice, from writing your business plan and securing funding to expanding your company and preparing an "exit strategy." He tailors his information to businesses in the U.K., but most of the principles apply universally. Thus, getAbstract recommends Barrow's practical guide as informative, encouraging reading for any entrepreneur with the next great business idea. Heeding his sound advice could help you follow in the footsteps of Bebo founders Michael and Xochi Birch, who in 2008 sold their popular networking site to AOL for pound;417 million.

"Bebo sale to AOL nets founders anbsp;pound;290m fortune in 3 years." - March 2008 "Foxtons sale nets foundernbsp;pound;370m." - May 2007 "L'Oreacute;al buys Body Shop fornnbsp;pound;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.