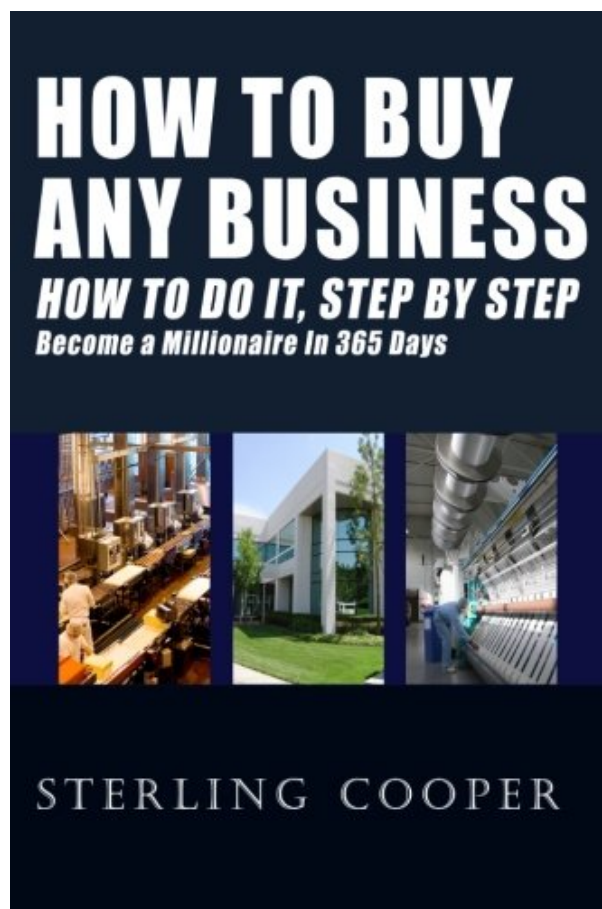


HOW TO BUY ANY BUSINESS HOW TO DO IT, STEP BY STEP: BECOME A MILLIONAIRE IN 365 DAYS BY STERLING COOPER



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About the Author

The author participated in over 3,700 acquisitions, mergers, appraisals, hostile and friendly takeovers, proxy contests, bids, and financings. The largest acquisition had revenues of almost \$900 million and 12,000 employees; others included a NYSE listed company acquired in a tender Offer with revenues of \$160 million and 4,500 employees. This step by step guide is a real eye opener of how to acquire a business though the LBO process for a first time buyer, or an existing business owner who wants to grow his business though an add-on acquisition. The author will work with buyers of the book to provide an initial no cost initial coaching and consultation relating to the search for or any planned acquisition, or questions about the contents of the book. Anyone can acquire a business, whether it is a small business that will be operated or managed by the buyer, or one with hundreds or thousands of employees. The author guides the reader step by step though the entire process of identifying how to select a business to acquire, how to structure the price and then to close the deal. You can take advantage of over 40 years of acquisition experience to guide you every step of the way in your acquisition plans. The author and his staff at Sterling Cooper, Inc., are available at no cost to get you started and can provide valuable starting advice. Anyone who has this book can conclude an acquisition of the business that they work for, large or small (depending on the guidelines outlined in Chapter1).

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This is a step-by-step guide on how to buy any business for yourself, or with your co-workers. Any size of business can be acquired by following the step-by-step guide outlined in the book, by the principals of STERLING COOPER, INC., a consulting firm (www.sterlingcooper.info) who have participated in thousands of acquisitions, valuations, appraisals and financings. The book concentrates on the principle of structuring a LEVERAGED BUYOUT (LBO) for the prospective acquisition and guides the reader to a means of accomplishing the purchase in easy to understand, straight forward terminology, with a daily suggested step-by-step program. This is a great handbook for anyone looking to buy a business. Readers may also contact the author directly for initial advice at no cost. The book is designed both for the first time buyer, with the step by step guidance as to how to buy a business, any business, but it also works well for owner who is interested in making an add-on acquisition and grow his business though acquisitions. The principles are applicable to a small business to run personally or one with hundreds of employees. The book involves some 40 years of acquisition experience and has great stories about real and completed LBO'S (LEVERAGED BUYOUTS) of some well known companies all done on a shoestring budget, using the assets of the acquired companies as the collateral for the loans to acquire the businesses. The book is written to allow even a relatively inexperienced buyer/business owner, to find and to complete the transaction step-by-step. The SterlingCooper firm is available as a total daily step-by-step coach in the entire process if necessary so that you are not out there all alone, trying to just follow the book, but you have a real coach to accomplish the first acquisition. Initial consultation is at no cost to the reader. The entire process is broken down to easy to follow and organized steps what start with describing how the process of structuring an LBO works, and then guides the reader though the individual steps needed to identify the business to be acquired (or acquire the business you now work for by yourself or with other employees). Every step of the process is documented day by day to accomplish the first transaction in a period of 60-90 working days as the optimum result! Since the acquisition process is geared to minimize the funds needed from the buyer and concentrates on using the leverageable assets of the acquired company, the buyer will minimize the use of his own funds...that is the whole basis of a properly structured LBO. You heard the term "OTHER PEOPLE'S MONEY"? A properly structured LBO is the best of use of borrowed funds; the bank's! Banks are very interested in financing a properly structured acquisition since they want to lend money! The book also contains a variety of helpful and ready to use forms and agreements that can be easily used to close the deal including a Draft Stock Purchase Agreement. Most valuable is the INFORMATIONAL QUESTIONNAIRE, which provides all the questions to ask relating to the business, its operations and financial statements, and will be the document you can share with your lenders for financing. You will be able to evaluate the entire business, its history of operations and intricacies like a pro, without having to spend tens of thousands of dollars on hiring a battery of professionals to do that job for you. The ability to buy a business, literally any business is now in your hands. Depending on your available free capital there is no limit to the possibilities of what can be acquired. You will enjoy reading about the completed opportunistic acquisition of a divestiture, of a 12,000 employee firm, by a motivated seller, a large publicly traded conglomerate, and even provided a line of credit to help with the acquisition! Do not be misguided by spiteful reviews by a former employee that we have not been able to remove0its hogwash, call instead.

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The author participated in over 3,700 acquisitions, mergers, appraisals, hostile and friendly takeovers, proxy contests, bids, and financings. The largest acquisition had revenues of almost \$900 million and 12,000 employees; others included a NYSE listed company acquired in a tender Offer with revenues of \$160 million and 4,500 employees. This step by step guide is a real eye opener of how to acquire a business through the LBO process for a first time buyer, or an existing business owner who wants to grow his business through an add-on acquisition. The author will work with buyers of the book to provide an initial no cost initial coaching and consultation relating to the search for or any planned acquisition, or questions about the contents of the book. Anyone can acquire a business, whether it is a small business that will be operated or managed by the buyer, or one with hundreds or thousands of employees. The author guides the reader step by step through the entire process of identifying how to select a business to acquire, how to structure the price and then to close the deal. You can take advantage of over 40 years of acquisition experience to guide you every step of the way in your acquisition plans. The author and his staff at Sterling Cooper, Inc., are available at no cost to get you started and can provide valuable starting advice. Anyone who has this book can conclude an acquisition of the business that they work for, large or small (depending on the guidelines outlined in Chapter1).

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3 of 3 people found the following review helpful.

Valuable guidance. Great stories from the trenches.

By Luke Avedon

[[VIDEOID:2d0e55834cd1aace74c7dd671235d7fe]] If you are at all interested in buying businesses.

Then this book is a BUY.

Some of the other reviewers have complained about the editing in the book.

I found the writing quite charming. Sure, the author is a little eccentric.

He likes to use a lot of !!!!!!!!!!!!!!! to make the point.

He has some great horror stories about his mobile home rental business. Which almost exactly mirrored my own horrible experiences.

That is why this book is great.

The stories.

You get real in the trenches stories of buying businesses. The author claims to have been involved in 3,100 acquisitions. He even had a colleague that tried to buy Disney.

Such as:

How and why to buy the business you are currently working for. (p. 11)

Use the 'Checkbook' system to cut expenses - much easier than increasing sales:
p.50

A clever way an employee tried to steal \$3.5 million. How to make sure that doesn't happen. p. 55

How the author bought an \$8 million dollar company for \$100. p. 18

The first half of the book is basics how to go about it.

The second half is more of a text book on financial topics. It's nice because it's based on just the stuff you might run into doing buy outs.

How to calculate add-backs (p 26) something a lot of other books skip.

I'm currently in the wannabe phase -

But I'm glad I picked it up.

A lot of these books come off as theory but not this one.

AND the Author lived in the house that was used in Arnold Schwarzenegger's "Raw Deal" (p. 13). Which this book inspired me to watch. It turned out to be one of Arnold's best. So there is that.

3 of 3 people found the following review helpful.

Discovering this easy to follow book was just great

By Buyout Guy

Discovering this easy to follow book was just great. I was making acquisitions for my own account for over 10 years, and always thought that I should stay small. I have acquired smaller businesses, but after reading this book and getting in direct contact with the author, this was quite a revelation for me.

I started working with the Sterling Cooper firm to identify bigger and bigger acquisitions, and following the step by step process, using the forms in the book as well as the free advice, I am now working the big leagues...working on a \$50 million revenues company; and a \$35 million revenue company.

I am also starting a group with my business associates to team up to acquire a company that has \$78 million in revenues.

This is a great book for the beginner looking to start buying businesses, to the pro who wants some quick advice and great stories of acquisitions too.

1 of 1 people found the following review helpful.

Sterling Cooper does a fantastic job at explaining key hot topics that relate to ...

By Chika2014

This is a MUST have book for starting out in life. I wish I had came upon it sooner. Sterling Cooper does a fantastic job at explaining key hot topics that relate to business, and not simply business, but also teaches you

to think far better than you could have before on your own. There are many other great books out there which discuss operating of a business as a CEO, and they are great books. These authors put a lot of work grinding these books down, and cranking them out as best as they can to give you the most of your time and money. It is very rare when you find a mind that is able to think far better, and bigger than the simplistic view of a technician worker, and instead take a broader view to things. Sterling Cooper, you are the best. Thank you for taking the time to write this book. You are an amazing author.

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About the Author

The author participated in over 3,700 acquisitions, mergers, appraisals, hostile and friendly takeovers, proxy contests, bids, and financings. The largest acquisition had revenues of almost \$900 million and 12,000 employees; others included a NYSE listed company acquired in a tender Offer with revenues of \$160 million and 4,500 employees. This step by step guide is a real eye opener of how to acquire a business though the LBO process for a first time buyer, or an existing business owner who wants to grow his business though an add-on acquisition. The author will work with buyers of the book to provide an initial no cost initial coaching and consultation relating to the search for or any planned acquisition, or questions about the contents of the book. Anyone can acquire a business, whether it is a small business that will be operated or managed by the buyer, or one with hundreds or thousands of employees. The author guides the reader step by step though the entire process of identifying how to select a business to acquire, how to structure the price and then to close the deal. You can take advantage of over 40 years of acquisition experience to guide you every step of the way in your acquisition plans. The author and his staff at Sterling Cooper, Inc., are available at no cost to get you started and can provide valuable starting advice. Anyone who has this book can conclude an acquisition of the business that they work for, large or small (depending on the guidelines outlined in Chapter1).

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