

# Get a Grip Professional Preview Drip

## Email 1

Subject: Learn how to supercharge your lead generation with the *Get a Grip* program

*Get a Grip* is a 4-week roundtable series designed to educate business owners on everything they need to know about exiting a business.

It's been specifically created to be run by exit advisors as a lead-generation tool right out of the box—you get all the content, scripts, and prompts necessary to run your own roundtable whenever you want.

It teaches your clients and potential clients how to

- Build a more efficient business
- Increase revenue and profit
- Decrease their business' reliance on them
- Create a viable exit plan
- Become best in class
- Design their future and retirement

But possibly the most important thing it does is to *help them understand exactly how difficult selling a business is—and that their business probably isn't worth nearly as much as they think.*

The value of this is obvious—it can move your clients to action, inspiring them to do the things they've been needing to do for a long time, which will require your services.

However, there's a benefit even if they don't take any action—you can charge for the program, giving you a new service you can offer your clients.

Those who take it seriously are going to start working more closely with you to properly position themselves for an exit. Those who don't will at least be aware of the problem they're going to face in the future—they'll come to you when the time is right.

But there's another big benefit to running *Get a Grip* roundtables...

## Generate High-Value Leads

As you invite your current business owner clients to the program, you can encourage them to bring along any business owners they know who might be interested. In most cases, you'll get more than a few of your clients to bring along business owners you haven't met before.

Suddenly you have a room full of new leads who have agreed to spend several weeks with you, an opportunity you rarely get anywhere else.

You'll have all that time to demonstrate your expertise and competence to them, showing them that you're the right person to help them build value in their businesses and prepare for a potential exit.

To top it off, they're *paying you* to go through the program, so even if they don't end up becoming clients, your time isn't wasted.

And as for your current clients? They're now thinking deeply about all the work they need to do if they want to sell. They're getting into the right mindset, something that can be so incredibly hard for them.

As we both know, people who run a successful business are often too busy to worry about building value—they just don't have the time. Many business owners also assume they'll be just fine when it's time to sell—they vastly overestimate the value of their business.

In many cases, the issue is simply that they've been successful for so long that they just assume all their success will translate into a quick, highly profitable sale. It's hard for them to imagine the difficulties they're going to run into because they just don't have that knowledge.

With the *Get a Grip* program, they'll learn exactly how far behind they really are, how much work they need to do, and, importantly, how much they're going to need YOUR help to get to where they want to be.

## Check Out *Get a Grip* for Free

We'd love to show you how much *Get a Grip* can do for your business.

That's why we're offering to take you through it for free starting Wednesday, January 31st, 2024 so that you can get a taste of exactly how it works and what kind of work you'd have to do to run one yourself.

Heather Steele from Problem Solver Sites will be cofacilitating the upcoming preview of *Get a Grip* with the program's creator, Ray Croff.

This 5-week version of the event is run in exactly the same way as you'd run it for your clients, complete with a cohort of other exit advisors to work through the content with you.

You'll walk away with a crystal-clear idea of exactly how to use this program to generate high-value leads and bring in more successful business owner clients while helping your existing clients become more prepared to sell.

Click to learn more and register here.

P.S. If your website needs a little love, we'd be happy to help—building and redesigning websites for exit advisors is our specialty.

We also partner with The Advisor's Edge to integrate their high-quality content into your website. Your website will be packed full of videos and articles specifically designed to turbocharge lead generation for exit advisors.

Learn more here.

## Email 2

Subject: Get more high-quality business owner clients with *Get a Grip*

Getting business owner clients who are actually interested in following your advice is one of the hardest things about being an exit advisor.

How many times have you had a business owner approach you, tell you how much they are absolutely certain their business must be worth, and then ask you how quickly you can sell it?

Many business owners are completely in the dark about how much their business is worth. Once they get a little education, many of them will simply walk away—they refuse to believe you, or they think they can get a better deal elsewhere.

These are *not* high-quality clients.

The clients you want are those who understand that you know what you're talking about, are aware of how difficult the market is currently, and are willing to follow your advice.

You want people who realize they might need to spend several years making changes and building the value of their business before selling, people who are going to *listen* to you.

*Get a Grip* is the *perfect* tool for weeding out the people who aren't going to listen, who think they know more than you, and who are ultimately just going to waste your time.

## Filter Out the Bad Leads with *Get a Grip*

Remember, *Get a Grip* is not a free program—it's something you can charge clients and potential clients for, and once they start it, they'll see the value in it right away.

People who think they know more than you aren't going to want to sign up for something like this, which will tell you all you need to know about them.

In many cases, when you're approached by someone who you suspect isn't going to be a good fit, you still have to spend some time talking to them—and even if you don't initially intend to, you'll probably end up providing some free education to them in an attempt to help them understand what their position really is.

That's time you don't get paid for.

A better solution is to simply invite someone like that to the *Get a Grip* program.

You can even send them a preview of some of the content to show them what they might learn if they attend—for example, a short video that talks about how tough the market is right now or an article about how multiples work.

They get an initial bite of the education they so desperately need, and you don't have to do much besides send an email and an invite to the next session of *Get a Grip* that you'll be hosting.

If they sign up, great! You just got paid.

If they don't, great! You don't have to waste any more time with them.

Those who *do* sign up are going to finish the program with a really good idea of just how badly they need your help if they want to build value in their business or sell for a particular price.

Someone who may not have been a good lead initially will turn into one by the end of the program.

And those who finish the program but aren't ready just yet are going to turn to *you* when it's time for them to prepare to sell.

## How *Get a Grip* Works

The *Get a Grip* roundtable is fairly straightforward.

Each week, you'll discuss a topic like business efficiency, value building, process creation, and more.

You'll share your knowledge and insights on the topic, and attendees will discuss their actual problems in these areas—you and the other attendees can offer solutions.

When the hour is up, you'll assign homework for next week—simple as that.

The program is time-efficient, so busy business owners will be able to commit to it, but it's also packed with valuable info, so they'll feel like it's a worthwhile investment.

Find out exactly how valuable of a tool *Get a Grip* can be for your business.

Register for the free preview starting January 31st today.

Register Now

## Email 3

Subject: How to ensure business owners come to YOU when it's time to sell

One of the major difficulties of exit planning is that it just doesn't happen very often—which means you usually only have one chance to work with a client (outside of serial entrepreneurs).

This means you have to hope you're top-of-mind when that time finally comes. If the only interaction you've had with them is to shake hands at an event and hand them your card, it's not likely they're going to remember you 7 years later when they're ready to sell.

What you need is a way to make a *big* impression.

*Get a Grip* is your answer.

Who are they more likely to work with when they're ready to sell?

The person they talked to for 8 minutes at a chamber event?

Or the person who took them through a 4-week class, the person who *demonstrated how knowledgeable and capable they are?*

*Get a Grip:*

- Generates immediate revenue from clients and potential clients who sign up
- Convinces existing clients who are dragging their feet to take action and work with you to plan their exit
- Inspires potential clients to hire you
- Plants a seed for future clients

We'd love to show you exactly what *Get a Grip* is like and the kind of value it can generate for your business.

Sign up for the upcoming free preview on January 31st.

[Register Here](#)

## Email 4

Subject: What people are saying about the *Get a Grip* program

Business owners who've gone through the *Get a Grip* program love it—here's what just a few of them have to say about their experience.

“What I appreciated the most about the *Get a Grip* program was that it was a safe place to think about my future and the future of my business with other business owners and professional consultants. I wish I would have taken a course like this 10 years ago when I was just starting my business. The subjects are practical and extremely relevant. The materials are clear, concise, and very helpful. The facilitators are professional, punctual, and genuinely curious. I would encourage every business owner to take the time now to start thinking about what they want to do with their business now, and in the future. It's money well invested!” –Tim C.

Seats for the upcoming free preview of *Get a Grip* starting January 31st are filling up fast—click below to sign up today.

Sign Up for Free

## Email 5

Subject: Join us for a free preview of *Get a Grip*

The free preview of *Get a Grip* is approaching rapidly, and we've only got a handful of seats left.

We'd love to see you there.

Click to register today.

Register Now