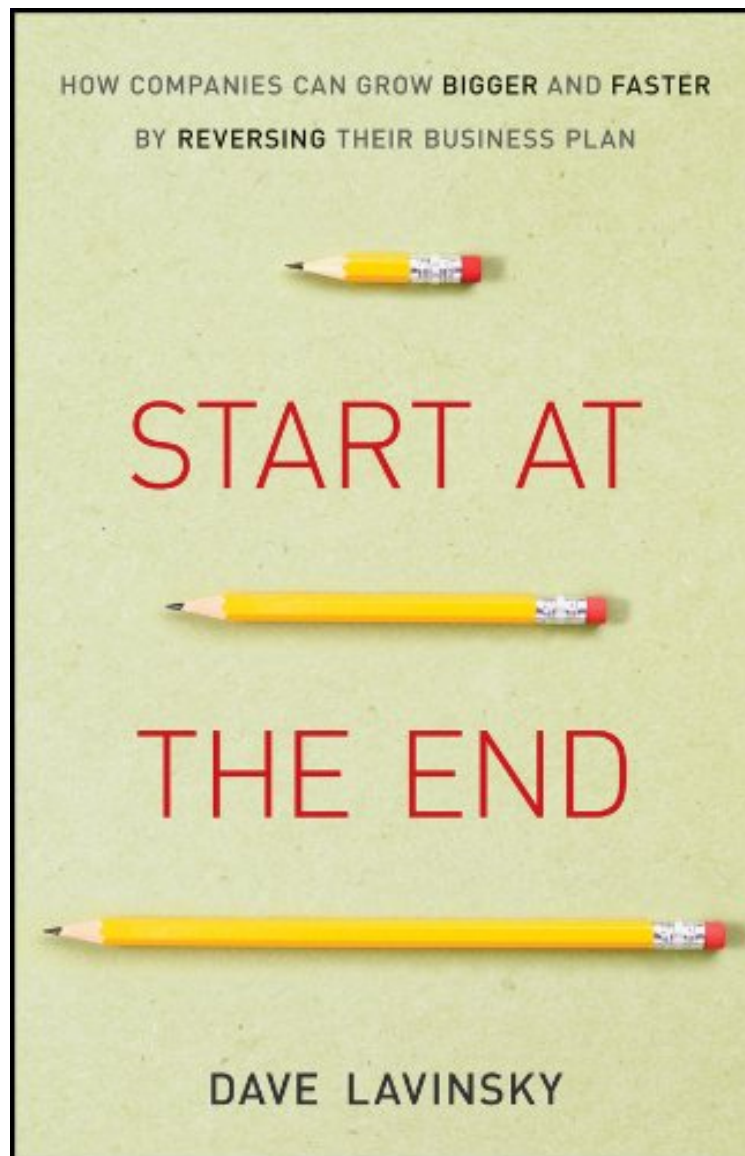


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## Start at the End: How Companies Can Grow Bigger and Faster by Reversing Their Business Plan

*David Lavinsky*

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2 of 2 people found the following review helpful. Practical Guide to Growing a BusinessBy Peter KennedyThere are 2

reasons why I love this book and have been recommending it to other entrepreneurs I know:1. It simplifies a complex subject. The author takes an extremely complex subject (how to grow your business) and breaks it down into a simple step-by-step process.2. It's very useful. After just 20-30 pages in, I was impressed at how much ground the author had already covered. Be sure to download the free workbook full of exercises available on the book's website. As a result of reading this book and going through the exercises, I have much greater clarity about my long-term business goals and my short-term "To Do" list to get closer to my goals. Highly recommended!4 of 4 people found the following review helpful. Great book and perfect timing By pcfrost Start At The End couldn't have come at a better time. Before you start planning for 2013, I recommend you read this book and get ready to take plenty of notes. I'm only half way through it and I have dog eared a ton of pages I want to revisit when I start drafting my 2013 marketing plan. This is a great Christmas present for any entrepreneurs in your family!2 of 2 people found the following review helpful. Must read for entrepreneurs By Kindle Customer David Lavinsky's new book is a must-read for anyone thinking of starting a business, and additionally for existing entrepreneurs that are interested in improving the performance of their business. A great holiday gift for that spouse that is sick of the daily grind and dreams of branching out on his/her own.

Re-focus your business plan and achieve the success your business deserves Business owners, and their teams, often lose their way in the midst of the day-to-day stress of generating sales and profits. Whether your goal is selling millions of your product, expanding operations to a new location, or generating more profits, Start at the End offers a unique approach and action steps for business owners and entrepreneurs to redevelop your business plan and achieve ultimate success. You'll learn how to re-create your long-term vision and then make continuous progress in achieving that vision while continuing to hit your short-term goals. Start at the End offers inspiring stories of other entrepreneurs who have achieved significant success in this area, as well as easy-to-follow exercises and next steps. Shows how to develop a realistic business and financial model based on market data Explains how to identify and pursue new opportunities, raise capital, and build growth strategies Start at the End gives business owners a chance to take a step back, re-evaluate your business, and redesign your business plan to achieve the success you dreamed of when you first launched your company.

From the Inside Flap Business owners, and their teams, often lose their way in the midst of the day-to-day stress of generating sales and profits. Suddenly, everyone becomes so focused on short-term goals that the entire organization loses sight of the long-term vision. The solution is to "start at the end." When you know where you want your business to end up, you can reverse engineer your business plan to get you there. With a detailed vision of the end, you and your team will stay focused and energized, always moving toward that ultimate goal. Whether your goal is to sell your business for millions, multiply your revenues, expand operations to a new location, or generate more profits, Start at the End offers a unique approach and action steps for business owners and entrepreneurs to redevelop your business plan. You'll learn how to re-create your long-term vision, and then make continuous progress to achieve that vision while continuing to hit your short-term goals. Start at the End offers inspiring stories of other business owners and entrepreneurs who have achieved significant success, as well as easy-to-follow exercises. You'll learn how to: Build a company you can sell for millions of dollars Create vision statements from a customer perspective and from a business perspective that increase your sales and profits Develop a realistic business and financial model based on market data Systematize your business and minimize mistakes Build the strongest marketing system in your industry Increase your conversion rates and the lifetime value of your customers Improve the performance and productivity of your employees And more! Start at the End gives you a chance to take a step back, reevaluate your business, and redesign your business plan to achieve the success you dreamed of when you first launched your company. From the Back Cover Praise for Start at the End "Start at the End shows business owners how to dream big . . . and then achieve those dreams." mdash; MARSHALL GOLDSMITH, Author of New York Times bestsellers, MOJO and What Got You Here Won't Get You There "A company without a vision can't succeed. And a vision without a plan is the recipe for failure. Start at the End shows you how to get bothmdash;the right vision and the right plan to achieve it. Proceeding in business without this is foolish." mdash; KEVIN HARRINGTON, ABC Shark Tank Judge and Author, Act Now!: How I Turn Ideas into Million-Dollar Products "If you want to do more faster and excel as an entrepreneur, you better have the right vision and plan. Start at the End helps you to get it right." mdash; BRAD FELD, Managing Director of Foundry Group and Coauthor, Venture Deals and Do More Faster "Can't understand why your business isn't growing the way you want it to? Read Start at the End. This straightforward book will put you on the path to success, show you the steps to take, and provide the tools you need to stay on track until you reach your goal." mdash; RIEVA LESONSKY, CEO, GrowBiz Media Whether your goal is selling millions of your product or service, expanding operations to a new location, or generating more profits, Start at the End provides a unique approach and action steps for business owners and entrepreneurs to redevelop your business plan and achieve ultimate success. You'll learn how to re-create your long-term vision and then make continuous progress in achieving that vision while continuing to hit your short-term goals. Start at the End offers inspiring stories of other entrepreneurs who have achieved success and shows you exactly how to achieve your ultimate goals. About the Author DAVE LAVINSKY is the cofounder of

Growthink, a consultancy that helps entrepreneurs and business owners identify and pursue new opportunities, develop new business plans, raise capital, and build growth strategies. Over the past decade, Growthink has helped thousands of companies develop business plans and achieve massive growth. Personally, Dave has guest lectured at top universities, developed more than 100 business plans, and has written hundreds of articles on entrepreneurship, business planning, and raising capital. He is also a successful serial entrepreneur, having started and exited multiple Internet and product-focused ventures.