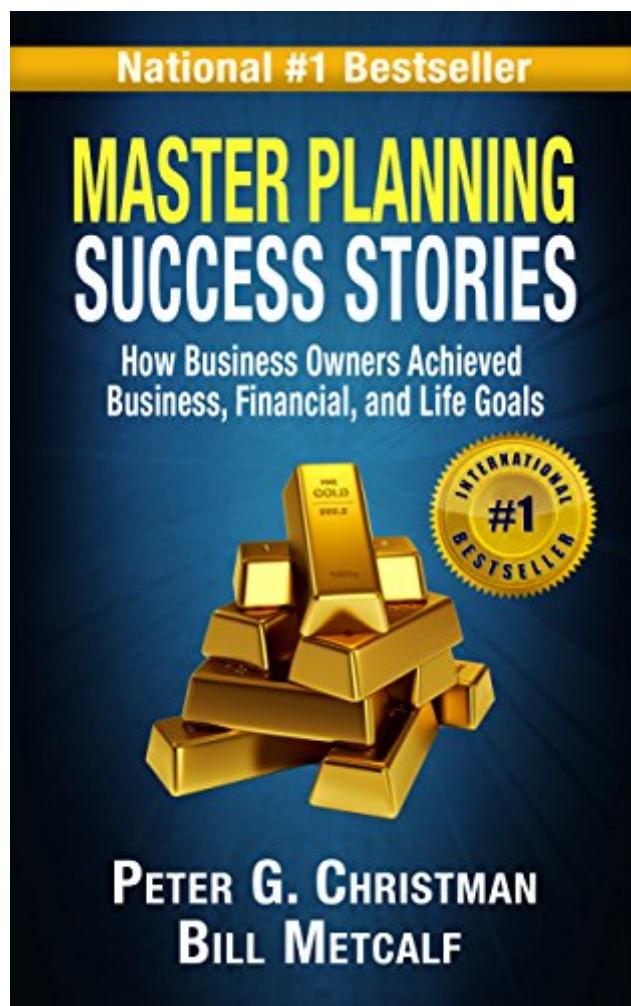


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# **Master Planning Success Stories: How Business Owners Used Master Planning To Achieve Business, Financial, And Life Goals (The Master Plan Book 2)**



## **Synopsis**

These stories originated from interviews with business owners who have successfully exited their businesses. The owners have been interviewed by Bill Metcalf who has interviewed over 1,000 Business Owners and Top Executives over the past 30 years. His thoughtful questions provoke the profound, the powerful, and the poignant sides of the business owners he interviews. Many interviewers stop just short of the “good stuff” • which often comes very late in interviews. Bill purposely pushes people’s buttons • to dig deep beneath the Stories of business owners who implemented the Master Planning Principles of 1) Maximizing the value of their business, 2) Got planned personally from an estate, tax and financial point of view and 3) are currently living their life plan obvious and mundane to get to the real guts of the story where passions drive the narrative. As one of Great Britain’s giants of retail said of Bill’s interview: “I am very pleased you have contacted me because on the scale of what is important, at the moment, I am at the bottom of my list. Re-visiting your work has put a little light and perspective in my life. Literally I have been hearing myself think. A very useful exercise.”

## **Book Information**

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## Customer Reviews

What a terrific book for advisors to business owners seeking to help those owners plan for "what's next"! Peter Christman's real world experience and wisdom, gained from decades of experience with his clients, is a fast-paced read filled with stories and guidance from a terrific storyteller and authority on the subject.

A well thought out and nicely organized content.

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