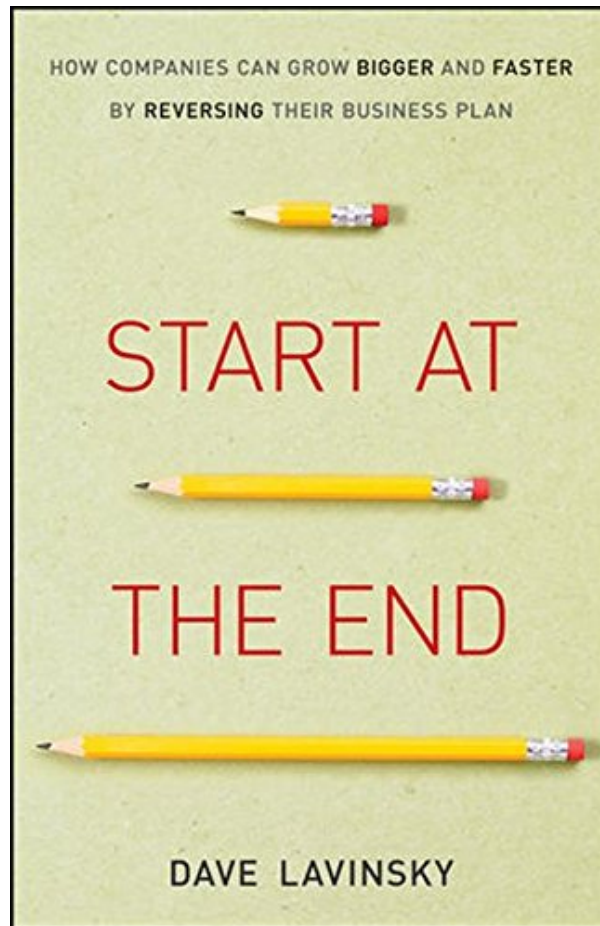


# START AT THE END: HOW COMPANIES CAN GROW BIGGER AND FASTER



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HOW COMPANIES CAN GROW **BIGGER AND FASTER**  
BY **REVERSING** THEIR BUSINESS PLAN



START AT



THE END



DAVE LAVINSKY

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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."

—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 both—the right vision and the right plan to achieve it. Proceeding in business without this is foolish."

—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."

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"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."

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## 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.

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Re-focus your business plan and achieve the success your business deserves

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- 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.

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- 240 pages

Features

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#### Most helpful customer reviews

4 of 4 people found the following review helpful.

Great ideas for your business.

By Book Him Danno

I love the title of this book...I always find the end a great place to begin...except when reading books that is. I start at the end of new math problems that I am unfamiliar with, I start at the end in most magazines I read at the drs. office, I start at the end when making goals....what do I want to accomplish, so this is a great idea...starting at the end that is.

This book has some great ideas for growing your business. If you have a business then you need to be reading. You can't expect to improve things without more knowledge on how business works and especially how yours works. What are you looking to accomplish? Well that is a good place to start...where do you see the business in 5 or 10 years? Start there. Also are you a good leader? So do your employees follow you and think that you know what you are doing and talking about? Well that is needed in any business and you need to get better if you feel you are lacking in this area.

Read this book and see how starting at the end with help you achieve what you planned to when you started the business in the first place. You may need to redesign your business plan...but if it isn't working now that is a good thing to be doing. You need this book if you run a business or are part of a team that does....it's your future... make it a good one.

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!

3 of 3 people found the following review helpful.

Truly Inspiring

By Ramzz

I've seen Dave Lavinsky talk at a few conventions, most recently at this years NYXPO in NYC. He had a jam packed room listening to him teach "how to double you profits." I had to buy this book once i saw the Facebook page. Im about half way through the book so far and i'm so impressed with Lavinsky's method explained in this book. He delivers the content so clearly and easy to follow, its like he's sitting beside you walking you through the process of successfully running your business. It a relaxed read for those unfamiliar with industry terminology like myself and he does a great job defining these terms as well. The book really gives me a rush to close it and go tackle my startup! Anyway, i've learned a ton so far and I can't wait to finish this one and go buy another like it. Good Luck Entrepreneurs!



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