

Announcer (4s):

Welcome to the maximize business value podcast. This podcast is brought to you by mastery partners, where our mission is to equip business owners, to maximize business value so they can transition their business on their terms. Our missions born from the lessons we've learned from over 100 business transactions, which fuels our desire to share our experiences and wisdom so you can succeed. Now, here's your host CEO of mastery partners, Tom Bronson.

Tom Bronson (36s):

Hi, this is to Tom Bronson and welcome to maximize business value. A podcast for business owners who are passionate about building long term sustainable value in their businesses. Speaking of passionate, I'm representing this morning with my beloved Appalachian state university, fresh off winning against a number six ranked team this weekend who shall go nameless, but go apps so thrilled to, to have been witness to that game. Yesterday, next week, we're kicking off a new series interviewing a number of authors. Who've written some fantastic books on exit planning, but before we start that series, I thought I'd set the mood with an excerpt from my new book, maximize business value playbook, which comes out later this year.

Tom Bronson (1m 28s):

Now this comes from the last chapter of the book where I suggest that if you really, really want to learn, you should become an avid reader. You know, it's often said that people who achieve the most in life focus on self-improvement perhaps that is why they are so often voracious readers like me, my good friend, Jim Roddy, author of the walk on method to career and business success and higher, like you just beat cancer recently dropped some amazing wisdom on me. He said, and I'm paraphrasing here that reading business books is like getting an MBA for \$15.

Tom Bronson (2m 10s):

And you know what? He's absolutely right now. I don't have an MBA, but I know most of the principals they teach in business school because I read and I read a lot in a typical year, I'll read 40 to 50 books some years, more, some years, a little less. I have floor to ceiling bookshelves all around my office that are just crammed full of books. I have stacks of books on my desk because these are the ones that I haven't gotten made it to yet. They haven't just made it to the front of the line. I call that stack the, the stack of shame. Thanks to my good friend, Mike Rose, author of Roe powers, R I, and of course he wrote the forward to my first book.

Tom Bronson (2m 56s):

Most people can't believe that I can't find, or that I can actually find the time to read so many books, but I have a little secret weapon. The invention that changed my life years ago, which was books on tape. Now, early in my career, I covered a two state territory that spent a great deal of time staring through a windshield. Now I love music of all types from classical to pop and everything in between. Yet, if you drive 40 to 50,000 miles a year, you eventually want to use that time productively, which is why I started listening to the books on tape.

Tom Bronson (3m 36s):

Now, thankfully I don't have to lug around a big case full of cassettes and, and, and things like that with the invention of audible. Now, my process is simple. Whenever someone recommends a book to me, I download it on audible. And if I'm really into it by the second chapter, I also purchase the paper copy because I like to take notes while I read in the margins on scraps of paper. You know, I, I save things, you know, between pages, something like that on sticky notes. I think I've probably personally kept 3m the inventor of sticky notes in business for the last 20 years.

Tom Bronson (4m 16s):

Now, Eleanor Roosevelt famously said to learn from the mistakes of others, because you can't live long enough to make all of them yourself. Now, most of the things I talk about in this book were either learned the hard way or by trial and error from reading books. And I'm talking of course about my upcoming book. Now, if you're already an avid reader, then good for you. We've got some great suggestions coming for you in the upcoming series. Now, if you're not an avid reader, but you'd like to become one, here's two suggestions that can help you get started. One, make a commitment to read one business book a month.

Tom Bronson (4m 59s):

That's it just one a month. You don't have to read one a week like I do and get an audible subscription to make it easier. Audible helps me consume books on the go while I'm driving while I'm exercising and it works. And I can listen to them over and over again, which I frequently do. And also here's a list of some of my favorite business books, which we'll post on our blog this week. And so we'll also add links so that you can add them to your library at your leisure. So here we go for sales. If you're interested in learning about sales, then I'd recommend gap selling, getting to getting the customer to yes, written by Keenan.

Tom Bronson (5m 42s):

Most people don't know his first name, so he actually reifies himself as Keenan. So I'll just leave it at that. Also another great book, fanatical prospecting by Jeb blunt. It's a wonderful process there. And Jason Forrest, the mindset of a sales warrior. I love that book. He's also been on our podcast in the past. If you're looking for self-improvement or self-awareness, then one of my favorites principles by Ray Dalio, awesome book, the power to thrive written by my good friend, rich KAIST who's been a guest on this podcast. A couple of times overcome by Jason Redman. Now that is one boy.

Tom Bronson (6m 22s):

What a great story about a, a military war hero that that just is amazing. So worthwhile read for you two chairs, the secret that changes everything by Bob Bodine here in Dallas, one of my absolute favorites. You are a badass and the whole badass series from Jenson. Those are queued up on my audible frequently. I listen to those frequently and one that I haven't read for a few years, but I've added it back over here to the stack, cuz I wanna read it again. Is Sean Akers, the happiness advantage, the seven principles of positive

psychology that fuel that fuel success and performance at work.

Tom Bronson (7m 8s):

It is a life changing book. Now, if you're looking for business improvement, then I've got a few suggestions for you there as well. The walk on method to career and business success from Jim Roddy, who I mentioned earlier, and he has been a four-time guest on our podcast, an an old, but a goodie, the goal, a process of ongoing improvement by iahu gold rat and Jeff Cox, amazing book the road less stupid from Keith Cunningham. Again, just a in your face, kind of you ought be doing these things. The 10 X rule, the only difference between success and failure by grant Cardone, the future, oh, focus, the future of your company depends on it by Al Reese.

Tom Bronson (7m 53s):

Absolutely a classic, something that you should read. Good profit, how creating value for others built one of the world's most successful companies and that's Charles Koch. It's an amazing book and a great story. Good to great. Why some companies make the leap and others don't by Jim Collins, the seven habits of highly effective people, powerful lessons and personal change by Steve Covey, amazing book. And then another one by Jim Roddy higher, like you just beat cancer. Now this one is no longer in print, but if you reach out to Jim, you might, you might be able to find a used copy available. But he also is, is doing that electronically, I think on either an e-book or something like that.

Tom Bronson (8m 38s):

So a great bug definitely worth the read. If you're interested in learning about marketing, building a story brand, clarify your message. So customers will listen by Donald Miller for better communications in your business. I strongly recommend Roe powers, RO I the ultimate ways to think and communicate for ridiculous results by Michael Rose. Great friend of mine, multiple times on the podcast. If you're looking for a business operating system and every business should have an operating system, here's some great ones, traction. Get a grip on your business by Geno Wickman, scaling up by ver Harnish business made simple by Donald Miller profit first by Mike Markowitz.

Tom Bronson (9m 24s):

Boy, that's a mouthful and the ETH revisited, why most small businesses don't work and what to do about it by Michael Gerber. Every one of those are great classics. If you're looking to, to improve on leadership, then I suggest perhaps radical candor, be a kick ass boss without losing your humanity by Kim Scott. How about atomic habits? An easy way to improve an easy and proven way to build good habits and break bad ones by James clear. And if you own a business that will eventually transition and by the way, that describes every business on the planet.

Tom Bronson (10m 4s):

So if you own a business, you should get these books. For sure. One of my favorites, the seller's journey by

Denise Logan goes through the psychology of, of, of selling a business or, or transitioning a business, walking to destiny, 11 actions, an owner must take to rapidly grow value and unlock wealth by Chris Snyder, another great book. And of course, maximize business value begin with the exit in mind, my book, which is the first up on the interview for next week. So I hope that you will join me next week. When we start our new book club series, you're gonna hear about some other amazing books.

Tom Bronson (10m 45s):

And of course this week on the pod or on the blog, we're going to post a list of these books and where you can go find them. And so be happy to help you if you need other suggestions. This is the maximized business value podcast, where we give practical advice to business owners on how to build long term sustainable value in your business. Be sure to tune in each week, especially for this next series coming up and subscribe to our channel. So you will never miss another episode. So until next time, I'm Tom Bronson reminding you to become an avid reader and to commit to being a lifelong learner while you maximize business value.

2 (11m 29s):

Thank you for tuning into the maximized business value podcast with Tom Bronson. This podcast is brought to you by mastery partners, where our mission is to equip business owners to maximize business value so they can transition on their terms, learn more on how to build long term sustainable business value and get free value building tools by visiting our website, [www dot mastery partners](http://www.dotmasterypartners.com), that's master with a Y mastery partners.

3 (12m 15s):

That was perfect. I wouldn't make any changes.