

Marla DiCarlo, Co-Owner and CEO of Raincatcher - Helping Business Owners Get Their Business Ready to Sell - Episode 246

Show Notes

In this episode:

- How to integrate thinking about your business's exit from inception so you can maximize your impact
- Marla's journey from social worker to CEO of Raincatcher
- Why it's important for you to integrate an exit strategy into even the beginning stages of starting a business
- Marla's 8 Value Drivers that your potential buyers are going to be looking at
- The power of process flowcharts and how to use them in your business
- What the Switzerland structure is, what customer/employee/revenue concentration are and why they're important
- Why growth potential and differentiation are crucial when you want to grow and sell your business
- Marla's best advice for you to consider for the long-term well-being of your coaching or consulting business
- Why creating an impact is near to Marla's heart and how Raincatcher contributes to the small business community and how she can support you

Notable quotes:

"You can't make good decisions as a business owner unless you understand the story of the numbers and you have a plan." – Marla DiCarlo

"The most important thing buyers are looking at is historical financial performance." – Marla DiCarlo

"From day one, you can start to work on reducing owner dependency for the future by documenting processes and putting systems in place." – Marla DiCarlo

"No one is interested in buying a business that has no potential to grow, so always have a plan." – Marla DiCarlo

"It's very easy for any person to be busy just for the sake of being busy. Set aside time to really think about your business and whether you're spending your time in the best place." – Marla DiCarlo

3 Pearls of Wisdom:

1. Drop the ego.
2. Pay attention to your financials.
3. Surround yourself with your community.

Resources:

Marla DiCarlo, Co-Owner and CEO of Raincatcher - Helping Business Owners Get Their Business Ready to Sell

Website: <https://raincatcher.com/>

Facebook: <https://www.facebook.com/RaincatcherLLC>

Instagram: <https://www.instagram.com/raincatcherllc/>

LinkedIn: <https://www.linkedin.com/company/raincatcher/>

Twitter: <https://twitter.com/raincatcherllc>

Link to the show: <https://www.kamiguilddner.com/ewr-marla-dicarlo-246>

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#BusinessCoachForWomen

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