

4 Questions

Who am I talking to?

I'm talking to men, 30-35 years old who feel underwhelmed by their everyday jobs. The constant routine and lack of challenges as an employee simply don't fulfill the reader. At the core, the reader is a very curious person, always enthusiastic about learning and trying new things.

Where are they now?

What are they thinking/feeling?

Where are they inside my funnel?

The reader comes from google search ads. So he's already searching for answers to questions he has about buying a company. He already knows that acquiring a profitable business is a significantly more lucrative solution than starting from scratch. He already has 2-3 preferred companies he is interested in buying. However, he's unsure how to calculate whether the price is justified or not. He's also uncertain about the additional costs that may come his way besides the purchase price. Additionally, he doesn't know how to craft a business plan and is currently dealing with templates from the internet. All of this seems so complex to him that he's thinking about getting professional help for this endeavor. So in this case he needs the full persuasion to realize that professional help is the fastest and most secure way to proceed.

What actions do I want them to take at the end of my copy?

Schedule a free consultation where the reader gets all the answers to their questions about buying a company.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

What are the steps I need to guide them through to take them from where they are now to where I want them to go?

The reader's desire must be met right at the beginning with an appropriate result in the headline. His desire is to earn more money and to be his own boss.

Throughout the text, the reader should see that Markus (my client) has dealt with his roadblocks regarding business acquisitions a lot before.

The reader would also be happy to see that Markus assists in EVERYTHING he has to deal with. Economically, financially, legally, and emotionally—a single point of contact for all concerns, providing a feel of safety.

Building authority and credibility is crucial. The reader must be convinced that Markus is the one who can truly help them now, and with Markus' assistance, they can quickly realize the business acquisition.

Finally, the reader should be reminded of what owning a business can offer them (Dreamstate).

In the end, they should be in a positive emotional state, ready to schedule a meeting with Markus.

Roadblocks:

Lack of knowledge to evaluate purchase prices and to craft a convincing business plan for the bank. The reader feels overwhelmed by all of the information he needs to consider. He doesn't know about the fact that he shouldn't go to a bank meeting or a chat with the seller unprepared because he can lose important opportunities faster than he thinks.

He doesn't know what documents he needs to prepare to secure the right financing. He fears the prospect of failure.

He also is scared about the fact that currently all the prices are very high and to have an own company could be difficult especially right now.

Solution:

The reader needs someone who can assist him, guiding him through all the preparations to navigate the process successfully. Additionally, personal support for bank meetings and negotiations with the seller is helpful to avoid failure.

My personal analysis:

So this page got 4 results over 3,5 months now. Even though one close could bring my client about 3.500€, I'm still not impressed and want to get him WAY more people booking a call.

So I did another customer research to find more customer language and topics they want to know about.

The top 3 things the target market is looking for is the overall process, what they need to watch out for and where to find good companies to buy.

For the very first time I tried to hide information a little bit to stack curiosity very early in my copy. I talked about something but they could only find out in a call with my client. Is that the right approach? Or is it too much and I have to let them know what it is exactly to get them over the edge?

Also: Recently I had a meeting with my client in person and we talked about this page for 8 hours straight. He assured me to provide me with lead-magnets such as fully prepared business-plans for the readers to use for themselves and a complete calculation to evaluate if the desired company has the correct price.

And in the meeting he told me about something which no other consultant in germany has to offer.

The fact that he can realize guarantees to back up the needed loans for the purchase without even having to talk to a bank once is unique in germany. This is something only banks can do normally.

This is the thing they will only get to know about when they book a call.

I'm uncertain if this provides enough persuasion to bring them to book a call.

Lastly: I freshly filmed a video-testimonial for this client, which I will add underneath the copy. Maybe this brings the final push for some of the readers.

How to make short work of your company purchase in 2024

Instead of endlessly googling how to buy a company, here are two methods to acquire an affordable business and possibly start as your own boss even before the first 20-degree warm day this year.

[>> Book my free consultation now <<](#)

Can't find suitable answers to your questions?

Are you finding that the more you research the process and considerations for buying a company online, the more questions arise without clear answers?

Nevertheless, you are rightfully convinced that acquiring a company could be a promising opportunity for you.

To help you out, I will show you two approaches in about a second.

One of the methods, somewhat lesser-known, might be the breakthrough you are looking for.

First: My recommended approach for lone fighters

- ✅ Find a suitable business for you online.
- ✅ Evaluate the purchase price based on EBIT multiples. (EBIT = Earnings Before Interest and Taxes)
- ✅ Ensure that the purchase price is financially sustainable through the business's earnings over the next 10 years.
- ✅ Develop a bank-compliant business plan that includes cash flow and balance sheet planning.
- ✅ Submit the plan to your bank, and be prepared for possible objections.
- ✅ Attend the bank meeting (90% of success or failure often depends on your personal presentation).
- ✅ Draft a secure purchase agreement for the future; consult a professional if needed.

⚠️ Average time commitment without prior experience: 8-12 months.

⚠️ Risk of rejection from your bank due to inadequate planning and purchase price evaluation.

This might be the breakthrough alternative for you

Take advantage of a strategy backed by a 20-year partnership with a key risk provider in Germany.

A not well-known approach.

Only a few are aware of it.

The process starts by presenting your bank with up to an 80% reduced credit risk from the first contact.

The low credit risk significantly facilitates loan approval, saving you additional personal effort and weeks of evaluation time.

The Exact Procedure in This Case

- ✓ Free 30-60 Minute Phone Call
- ✓ Find the Right Business
- ✓ Analyze Numbers in a Personal Meeting
- ✓ Live Creation and Overview of the Plan
- ✓ Non-binding Offer if Interested
- ! After Agreement: Full Planning and Maximum Security Setup in 2-3 Weeks
- ✓ 5 Coaching Hours for Bank Meeting Prep
- ✓ Quick Loan Approval with Provided Security
- ✓ Purchase Agreement Drafted by Specialized Lawyers
- ✓ Continuous Support Until Final Purchase

! Total Time: Around 2-3 Months.

Interested? Unfortunately, my capacity allows me to accommodate only 4 individuals for such commitment at the same time.

So, request your slot now and perhaps become the proud owner of a lucrative business within only a few weeks from now.

[>> Book my free consultation now <<](#)