

A small startup business needed effective copy for its Web site, brochure, sales and follow up letters, and press releases. (View the site online at [www.nobrokerneeded.com](http://www.nobrokerneeded.com))

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**Effective**  
PROSPECTUS

sell your business with a  
custom sales prospectus



Don't throw away your money on a broker! Let *An Effective Prospectus* help you get the best possible price for your business.

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### *An Effective Prospectus* the smart way to sell your business

Turn your hard work into cold, hard cash ... and keep every penny!

Selling your business can be highly rewarding, but going it alone is very risky. Make a mistake and you could lose thousands, even tens of thousands of dollars.

Bottom line: You're an expert at running your business, not selling it. Sure, you *could* hire a business broker to represent you. Unfortunately, a broker will charge you up to 15% of the selling price. And with successful small businesses selling for hundreds of thousands, we're talking serious commissions money.

Luckily, there's a better way. It's called *An Effective Prospectus*. With *An Effective Prospectus*, you control your own sales process, using a professional sales document that describes every aspect of your business. Don't throw away your money on a broker! Let *An Effective Prospectus* help you get the best possible price for your business with a minimum of time and effort.



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### *An Effective Cover Letter*

Many business owners respond to sales inquiries by simply dropping their sales prospectus into an envelope and mailing it. Don't make this mistake! A request for a sales prospectus is a golden opportunity to let your potential buyer know what a great business awaits them and how excited you are to be offering it. That's where *An Effective Cover Letter* comes in.

### *An Effective Advertisement*

*An Effective Prospectus* makes the strongest possible case for buying your business. But first you need to attract potential buyers with a clear, concise, attention-grabbing advertisement: *An Effective Advertisement!*