

# ***StrategyDriven***

**effective executives, efficient employees**

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## **Learn How to Maximize Your Wealth Retention While Exiting Your Business from John Leonetti, Author of EXITING YOUR BUSINESS, PROTECTING YOUR WEALTH on the StrategyDriven Podcast**

*Tune in to beyond-the-scope-of-the-book interviews with Nathan Ives, MBA, PMP with StrategyDriven podcasts. In this interview, Nathan delves deep into the expertise of John Leonetti, managing director of Pinnacle Equity Solutions and author of EXITING YOUR BUSINESS, PROTECTING YOUR WEALTH: A STRATEGIC GUIDE FOR OWNERS AND THEIR ADVISORS, to explore how owners can maximize their wealth retention while exiting their illiquid businesses.*

Atlanta, GA (January 6, 2009)—Tune in to insightful and unrivaled interviews with authors of leading business books on the StrategyDriven Podcast. Unlike typical author interviews, Nathan Ives, MBA, PMP goes beyond the written word directly to the day-to-day application of principles readers can immediately implement in their businesses. Find out how John Leonetti, author of EXITING YOUR BUSINESS, PROTECTING YOUR WEALTH: A STRATEGIC GUIDE FOR OWNERS AND THEIR ADVISORS, responds to questions Nathan asks about how owners can maximize their wealth retention while exiting their illiquid businesses. The

podcast is now available at [www.StrategyDriven.com](http://www.StrategyDriven.com). Listen to learn about the five exit strategies that will help you achieve your business exit goals.

“Believing that an exit strategy is simply the sale of your business is a major trap to avoid,” writes attorney and former wealth manager John M. Leonetti in his new book EXITING YOUR BUSINESS, PROTECTING YOUR WEALTH. “Owners of privately held businesses should consider many options for their business exit.” In EXITING YOUR BUSINESS, PROTECTING YOUR WEALTH, Leonetti presents a framework that allows business owners to customize their exit plans, helping them analyze their financial and mental readiness to move on. He shows how to choose advisors; how to value the business; and how to grow it with the exit in mind, if that’s the best plan for the moment.

Nathan only selects titles that meet a stringent set of StrategyDriven requirements. First, the title must be aligned with the StrategyDriven mission of delivering best practice solutions to small- and medium-sized businesses, including strategic planning, decision making, leadership, management, and organizational performance. Secondly, the authors must be highly respected in their field of study.

StrategyDriven author interviews are uniquely different than the average book review. The primary difference, these podcasts are not simply book reviews or summaries. Nathan reads each book prior to the interview and questions the author for a deeper understanding of the important strategies discussed in the book and probes for examples of real-world implementation of those strategies. As a result, listeners get more information, including, author advice not contained within the book; offering additional value listeners can incorporate into their business model. Additionally, StrategyDriven interview articles contain quick links to supplementary materials provided by the author.

## **About StrategyDriven**

Get the benefits of an experienced MBA staff without the expense at StrategyDriven.com. Developed by management and training professionals, StrategyDriven offers small-to-medium sized businesses (SMB) a wide array of best practice business planning and execution tools for executives and managers; how-to advice; example-rich podcasts; and customizable ready-to-use templates.

StrategyDriven.com began posting free articles in July 2007 and added podcasts in November 2007. In July 2008, StrategyDriven began offering interviews of industry-leading experts on a variety of business-centric topics via podcast. Individuals registering with StrategyDriven also receive an exclusive four-part whitepaper series on how to develop a performance measurement system that will help drive execution of their organization's strategy.

At StrategyDriven.com, our goal is to provide real-world applications of strategic business planning and tactical execution best practices—a blending of information and experience practically applied in the workplace combined with a degree of research and academia—to small-to-medium size businesses that wouldn't normally have access to these resources.

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