

UNSCRIPTED SMALL BUSINESS PODCAST

The Exit-Ready Business Guide

Build something worth walking away from — before you think you need to.

A NOTE FROM YOUR HOST

At homes.com I built a program that generated \$3 million in revenue in one year. My bonus was \$3,000. That disparity — between what I created and what I was allowed to keep — is what eventually pushed me toward building something of my own.

The exit question should come first, not last. What are you building toward? What does it look like when it's over? Most founders never sit with those questions until they're forced to. The ones on this show who planned it early got a choice. The ones who didn't got whatever was left.

Go to the park, stare at some clouds, and think about what it's going to be like when it's all over. That clarity — before you start — changes every decision you make on the way.

— Jeremy Rivera, Host — Unscripted Small Business Podcast

SECTION 1 — Every Exit Is Already Happening

The only question is whether it's on your terms.

Every business owner is going to exit their business. One hundred percent. The only question is whether it's on your terms or someone else's — whether it's planned or forced. The ones who plan it early get a choice. The ones who don't get whatever's left.

— Brandon Moon — TD Pine Advisors

Brandon Moon co-founded TD Pine Advisors after taking over and scaling his grandfather's industrial business. His biggest observation: founders who plan exits early make fundamentally different decisions about systems, documentation, and customer relationships.

PLANNED VS. FORCED EXIT

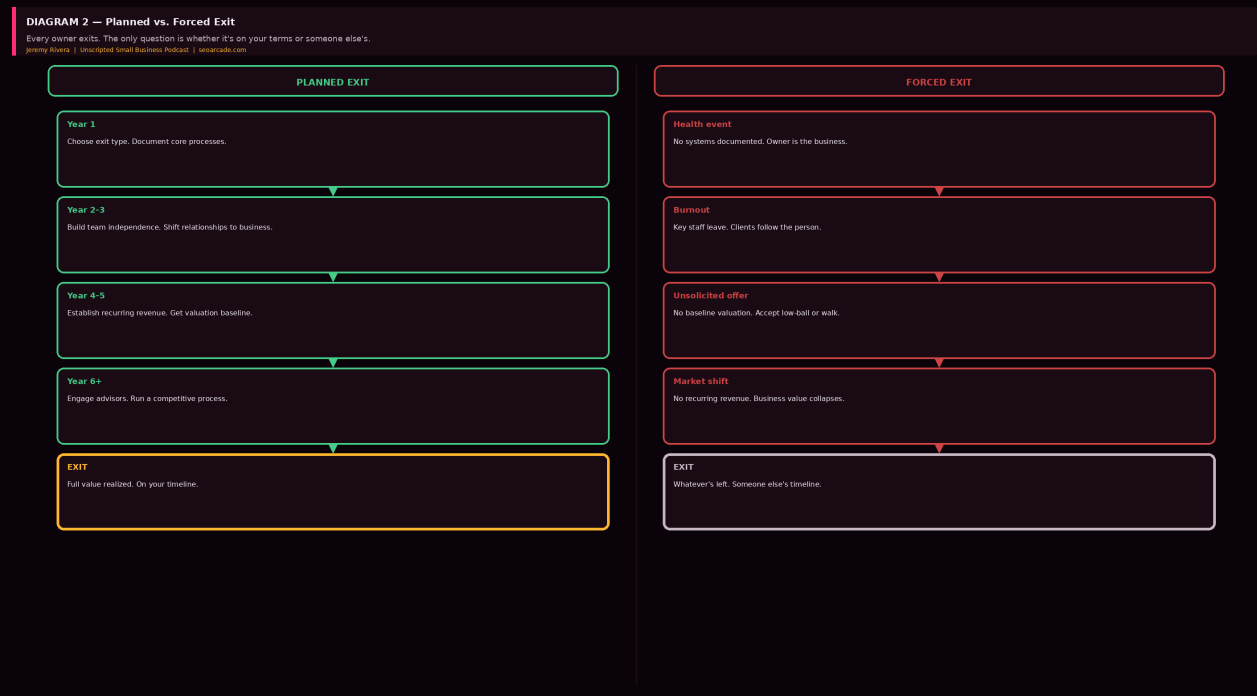


DIAGRAM Planned exit: decisions stack from year one. Forced exit: no preparation, someone else's terms.

The exit isn't an event you schedule when you're tired — it's the destination you build toward from day one. Every system you document, every relationship you transfer to the business rather than yourself, every recurring revenue stream you establish is an exit decision.

I've watched founders get forced out by health events, burnout, and unsolicited low-ball offers they had no leverage to refuse. The difference between them and the founders who exited well wasn't luck. It was whether they'd ever sat down and asked: what am I actually building toward?

SECTION 2 — The 168-Hour Audit

Are you building something or just maintaining something?

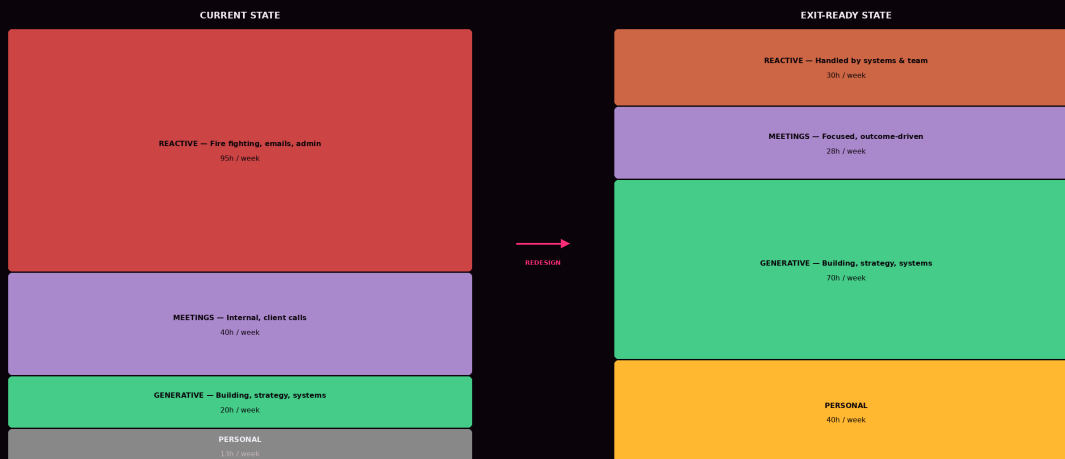
There are 168 hours in a week. That's the same for everyone. The question isn't whether you're busy — you are. The question is whether your 168 hours are building something or just maintaining something.

— Christopher Papin — CPA & Attorney

Christopher Papin runs three operations simultaneously. His weekly rhythm: Sunday planning sessions that map the week against actual priorities — not just tasks. He distinguishes reactive time (fire-fighting) from generative time (building systems, developing offers, strengthening relationships).

THE 168-HOUR ALLOCATION

DIAGRAM 3 — The 168-Hour Audit
168 hours in a week. Are yours building something or just maintaining something?
Jenny Breen | Unscripted Small Business Podcast | seoarcade.com



CHRISTOPHER PAPIN'S INSIGHT
"The question isn't whether you're busy — you are. The question is whether your 168 hours are building something or just maintaining something."

Christopher Papin — Unscripted Small Business Podcast

DIAGRAM Most founders spend 80%+ reactive. The exit-ready target flips that ratio.

Reactive time feels productive because it's urgent. But urgent and important are not the same thing. Every hour spent putting out a fire that a system could have prevented is an hour not spent building the thing that makes your business sellable.

The audit starts simple: track one week honestly — how many hours were reactive versus generative? Most founders are shocked by the ratio. That shock is the beginning of the redesign.

SECTION 3 — The Founder Growth Flywheel

The ceiling of your business is the ceiling of your current self.

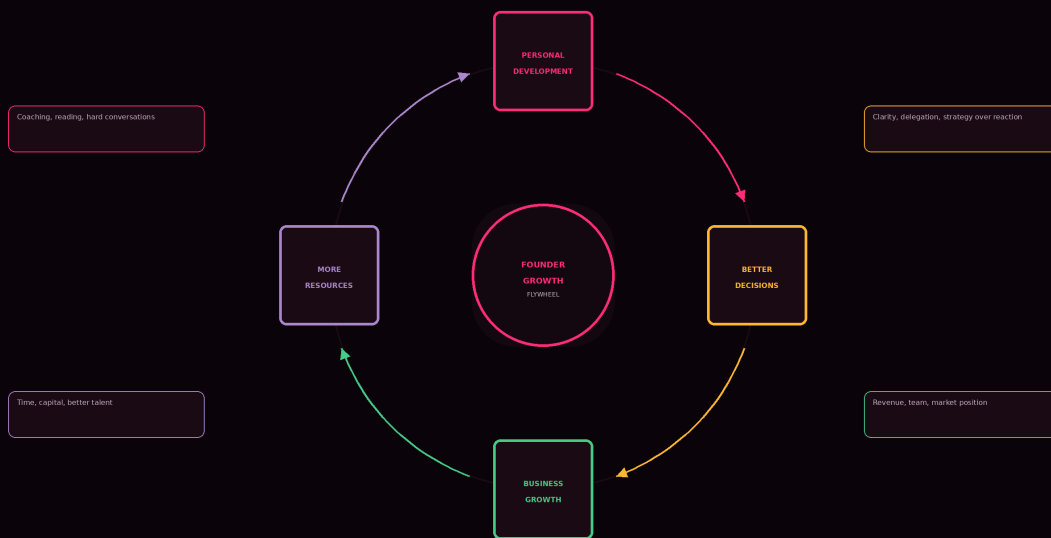
The business can only grow as fast as the founder grows. I've seen founders hit a ceiling and blame the market, blame the team, blame timing. The bottleneck is almost always the person at the top — and they're the last to see it.

— Andrew Poles — Executive Coach

Andrew Poles works with founders at inflection points — the moments where the business has outgrown what they originally knew how to do. His core challenge: bigger isn't inherently better. Growth should be intentional, driven by clarity about what you want the business to provide.

THE FOUNDER GROWTH FLYWHEEL

DIAGRAM 4 — The Founder Growth Flywheel
 The ceiling of your business is the ceiling of your current self.
Andrew Poles | Unscripted Small Business Podcast | seoarcade.com



Andrew Poles — Unscripted Small Business Podcast

DIAGRAM Personal development → better decisions → business growth → more resources → repeat.

The founders who exit successfully didn't just build better businesses — they built better versions of themselves along the way. Coaching, reading, hard conversations, deliberate delegation. Every one of those is an investment in the flywheel, not a distraction from the work.

And delegation is the exit prerequisite most founders skip. If you can't hand off a decision without it going sideways, you can't hand off the business. The time to practice is now, not in the year you're planning to sell.

SECTION 4 — Building Systems That Transfer

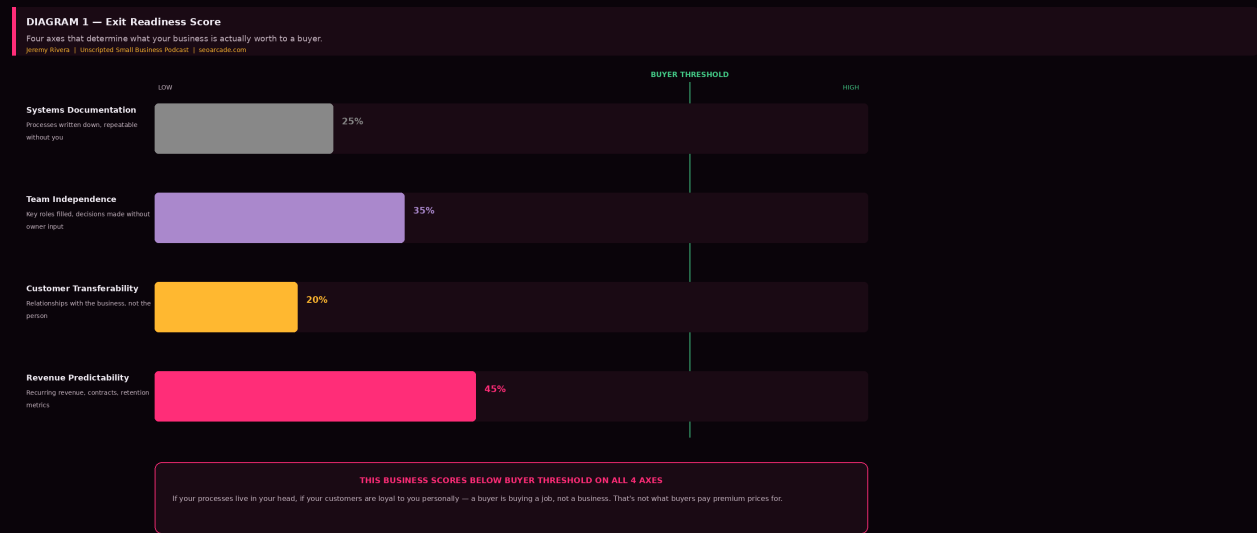
If the customer is loyal to you personally, you can't sell it.

I made \$9,000 in my first month. Nobody in my market was following up, nobody was doing outbound, nobody was treating it like a real sales process. I just brought what I already knew how to do.

— Tyler Mumford — Stump Grinding Entrepreneur

Tyler Mumford built documented, repeatable sales systems from day one — not because he was planning to sell, but because that's how he knew how to operate. A business with documented systems is worth significantly more than one running on the owner's institutional knowledge.

EXIT READINESS SCORE



©Brandon Moon, 10 Pine Avenue — Unscripted Small Business Podcast

DIAGRAM Four axes buyers actually evaluate. Most owner-operator businesses score below threshold on all four.

The readiness score isn't about perfection — it's about transferability. A buyer isn't buying your hustle. They're buying a machine they can operate. Every axis on that chart is a question a buyer will ask, and the answer determines whether they pay premium or walk.

Start with the lowest-scoring axis and work one at a time. Document one process this week. Transfer one customer relationship to a team member this month. Build one recurring revenue stream this quarter. Small moves compound into exit readiness.

WHAT EXIT-READY BUSINESSES HAVE IN COMMON

- Plan the exit at the beginning — year one decisions determine year ten value
- The business must run without you — systems, documentation, team development
- Know what you're building toward — exit for what? Different answers, different strategies
- Founder growth is a business metric — invest in yourself to raise your own ceiling

YOUR NEXT STEP**Want your podcast to build business value while you record?**

See the 8-step content process that turns one conversation into a content engine.

seoarcade.com/our-proven-8-step-podcast-content-process-2/