



**OWN  
YOUR**

***Noise*** 

WITH  
**HERITAGE  
BRANDS**

## 1. THE POWER OF EXTERNAL OBJECTIVITY

An essential part of our strategy is offering an outside perspective. Just as you can't read a label from inside a jar, sometimes you can't "read" your organization or personal brand objectively because you're "on the inside." The first thing we value on every new project is our capacity to bring that outside view, which can spot missed opportunities and hidden challenges.



## THE WALL STREET JOURNAL.

### Millennials Are Changing What It Takes to Succeed in Sales

The biggest generation in the workforce is taking over purchasing for much of the corporate world—and transforming the sales profession in the process

By [Lindsay Ellis](#) [Follow](#)

Nov. 8, 2022 5:30 am ET

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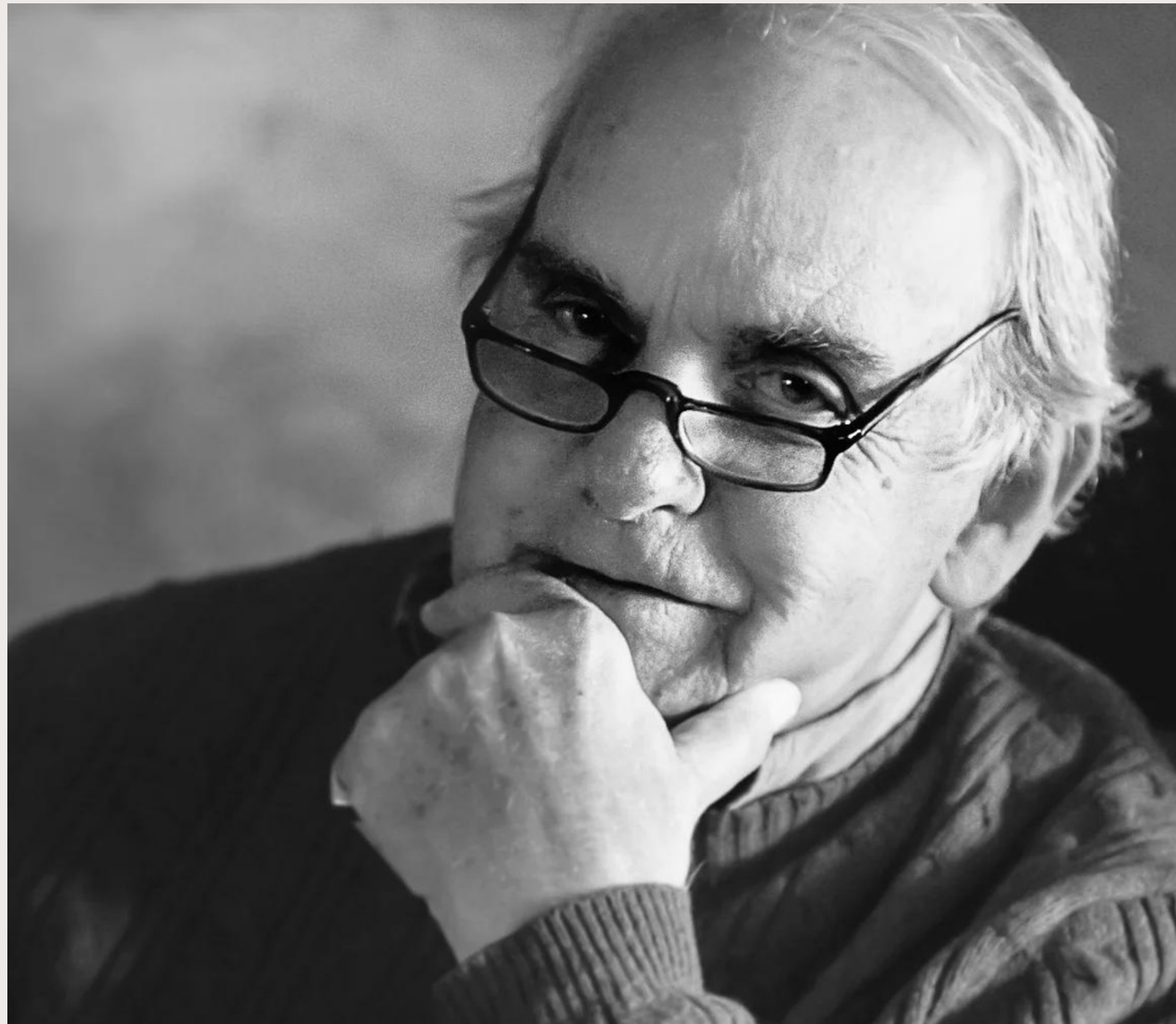
## 2. "THE AMAZON EFFECT"

Amazon may have started it, but the reality for consumers today is that they are going to conduct more research than ever before in advance of making a purchase decision. This is as true for brand reps at blue-chip companies like Nike who are researching which NCAA athlete to strike an NIL deal with as it is true for corporate buyers researching a professional services firm to retain.

## 3. THE RISE OF INDIVIDUAL TALENT & PERSONAL BRANDS

The power of large, traditional, and corporate brands is on the decline, even as the power of individual talent and "personal brands" continues to climb. People want to hear from people now, and we distrust more and more the "corporate" voices that we fear have something to sell us or, even worse, something to hide from us.





“The place God  
calls you to is the  
place where your  
deep gladness and  
the world’s deep  
hunger meet.”

– FREDERICK BUECHNER



## HERITAGE BRANDS

**PHASE 0: STRATEGY**  
No action without strategy first. Here we figure out where to go before we actually start going there.

**PHASE 1: IDENTITY**  
Uncovering the identity of you, your brand, etc., from verbal to visual and beyond.

**PHASE 2: DIGITAL HUB**  
Creating the place where you, your brand, and your content will live and grow.

### PHASE 3: YOUR CONTENT SYSTEM

The ongoing practice of creating, publishing, and promoting — a three-step process that grows with you and, in time, drives you higher and higher up the ladder of visibility and discoverability.  
*(Like the Marina City Towers in Chicago!)*



## THE GOAL

To enable you to Own Your Voice and achieve your goals by promoting your:

- Visibility,
- Credibility, and
- Discoverability.





# KNOWLEDGE

“Essentially, it boils down to two things: You know what the hell you are talking about, and you present it with a personal transparency that facilitates a connection.”

# MINDSET

“Your imposter syndrome is a false flag [so, fight against it!], and now, you’ll have lots more to talk and write about.”



**David C. Baker**  
Positioning Expert  
Author: *The Business of Expertise*  
Podcast Host: 2Bobs

# SPECIALTY

Ask yourself: “What unique problems that someone’s losing sleep over are you solving, and in a way that most other firms in your space don’t really touch?”

 **RIVERSIDE**



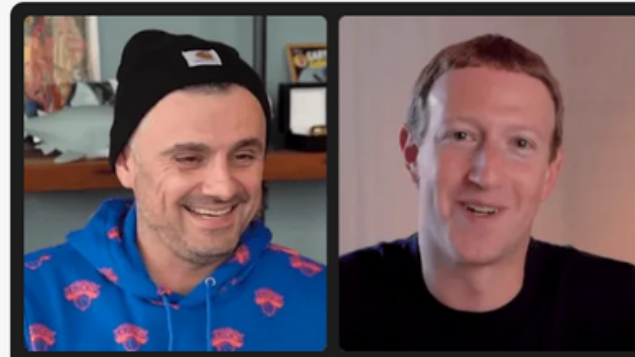
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**Participants**

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**Daniel** ...  
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Just released a new episode of The Fifth Hammer Growth Podcast: "Surviving the Business Sale Process: Stress, Strategy, and Due Diligence"

In my latest conversation with co-hosts Dave Huffman and Ryan Riley, we dive deep into the challenging nuances of selling a business. Our discussion revolves around the intricacies involved in due diligence, the importance of building a solid team, and managing the stress that inherently comes with this process.

We share our experiences from the management presentations and Q&A trackers, to spending countless hours with our legal partners. We aim to bring to light the often unspoken stresses and strains that such a process can impose, all while still running the day-to-day operations of an active business.

Here are three key insights from our discussion:

1. Accuracy and Transparency are Imperative: When meeting potential buyers, it's crucial to be transparent and accurate about both our successes and past difficulties. This honest approach fosters trust and smoothens the process in the long run.
2. Construct a Strong Team: Having a support system in place can significantly help during this monumental transition. This includes everyone from legal experts to an engaged executive team who can confidently share your company's story.
3. Stay Grounded with Reality: While it's easy to get swept away in the whirlwind of a sale, it's crucial to keep your team in check with reality. Promising wealth or perks prematurely can lead to disappointment and stress, something we learned the hard way.

Gain more insights by tuning into this episode. I promise it's loaded with invaluable takeaways that can influence your own journey towards a successful business sale. Listen to the episode here: [Insert Podcast Link]

#TheFifthHammerGrowthPodcast #BusinessGrowth #Entrepreneurship #DueDiligence #BusinessSale

Subject: Dive Into "Surviving the Business Sale Process: Stress, Strategy, and Due Diligence" On The Latest Fifth Hammer Growth Podcast

Hello Fifth Hammer devotee,

Welcome to another exciting week of business growth insights. This week on The Fifth Hammer Growth Podcast, Spencer Matthews, Dave Huffman, and Ryan Riley navigate the complex and often stressful journey of selling a business, in episode eight: "Surviving the Business Sale Process: Stress, Strategy, and Due Diligence"

From negotiating legal details with attorneys, finalizing warranties and disclosure schedules, and delving into personal experiences with stress and anxiety during the business sale process, this episode is packed full of valuable insights.

Strongly anchored on honesty and full disclosure, our hosts share personal anecdotes of almost losing deals due to undisclosed past business experiences. We delve into the importance of being able to explain the reasoning behind decisions made, and the pressure to maintain day-to-day operations amid integral business changes.

This episode dissects phases three and four of our six-phase roadmap to selling a business. Our hosts emphasize the importance of management presentations, the data room, expert calls, and Q&A trackers. They share their own experiences, highlighting the importance of confidence, accuracy, and open communication when selling the company's story and meeting potential buyers.

We also explore the impact of stress on the selling process. Spencer Matthews shares his own experiences with physical symptoms, such as hives and panic attacks, and the impact on the team and operations, emphasizing the need for a strong support team during this difficult process.

The journey to the selection stage, where letters of intent are presented, bids are chosen, and the focus is shifted to finalizing the deal, is not one without challenges. Ensure your seat belt is fastened tight as we take you on this rollercoaster ride of business exit strategy!

Be sure to tune in and unravel the means to successfully navigate the business sale process! And remember, honesty, accuracy, and a strong team are your allies.

Until next time, keep growing!

Best,

The Fifth Hammer Team

1. "Trust plays a crucial role in business transactions. Full disclosure of relevant information strengthens bonds and invites professionalism. Let trust, transparency, and honesty lead the way in your business interactions."
2. "Struggling under pressure while selling your business? Remember, it's okay to feel stressed, and it's important to build a strong support team. With a strategic approach, you can navigate the emotional turmoil successfully."
3. "When selling a business, it's crucial to provide a confident and accurate narrative. Share decision-making reasoning, stick to your company's story, and express it with confidence to engage potential buyers effectively."
4. "In any business transaction, every team plays an integral part. From marketing to finance, each has a role to fulfill, insights to share, and value to add. United, your team is your strength."
5. "Navigating the waters of business deals requires a balance of honesty and sophistication. Whether it's tackling 300+ questions, or just simply explaining why your SaaS operation doesn't need a server room, remain clear, and remember, honesty always wins."



Hey everyone,

I recently had the opportunity to accomplish a major item on my bucket list: hiking the tallest peak in the state of Idaho, Mount Borah. Standing at an elevation of 12,600 feet and with an elevation gain of 5,600 feet, this was no easy feat. The experience taught me valuable life lessons that I'd like to share with you.

The journey took me 9.5 hours, and to be honest, I was the slowest one in our group. The ascent was grueling, and the descent was no walk in the park either. The entire experience gave me a fresh perspective on the concept of taking action and the importance of confidence.

One of the most significant lessons I learned was that going up was tough, but going down was even more challenging. Once you reach the top, there's no helicopter coming to rescue you. You are left with no other choice but to forge ahead and take action, or simply stay where you are.

This led me to contemplate other areas of life where we need to set ourselves up to take positive action. For me, going to the gym is one such example. Without a structured workout and the group environment to push me, I find it difficult to motivate myself. It's the scenario and the necessity of taking action that drives me to perform.

I was struck by the idea of setting up situations that force us to take action, whether it's in health, profession, or any other aspect of life. It made me think about times in my life when I was compelled to act, and how those experiences ultimately shaped me.

The conversation on this topic with my friends brought up various examples of situations that necessitated action, and it was fascinating to hear about their experiences. One interesting point that arose was the importance of confidence in making pivotal decisions. In my own life, the moment I felt ready to step into the role of a CEO was when I truly believed in my capabilities.

Reflecting on the experience of standing at the foot of Mount Borah and looking up, I realized that confidence plays a vital role in facing challenges. It's the ability to stand at the bottom of a struggle and declare, "I can do this."

Ultimately, the climb up Mount Borah reinforced my belief in the concept of "believing it till you achieve it." It's about adopting a mindset that enables us to overcome challenges and take positive action even when we might feel unsure.

In conclusion, the journey up Mount Borah was not just about reaching the summit, but about the transformative process of gaining confidence, embracing challenges, and fortifying the will to take action.

I'd encourage you to take a moment to consider whether there's something in your life that you've been wanting to pursue but haven't taken the first step. What's holding you back from taking action? Can you recruit a community or support system to aid you in achieving your goals?

Remember, the journey of overcoming challenges and achieving success often begins with a single step, and it's never too late to embark on that journey.

I hope my experience resonates with you and inspires you to take positive action in your own life.




HERITAGE  
BRANDS



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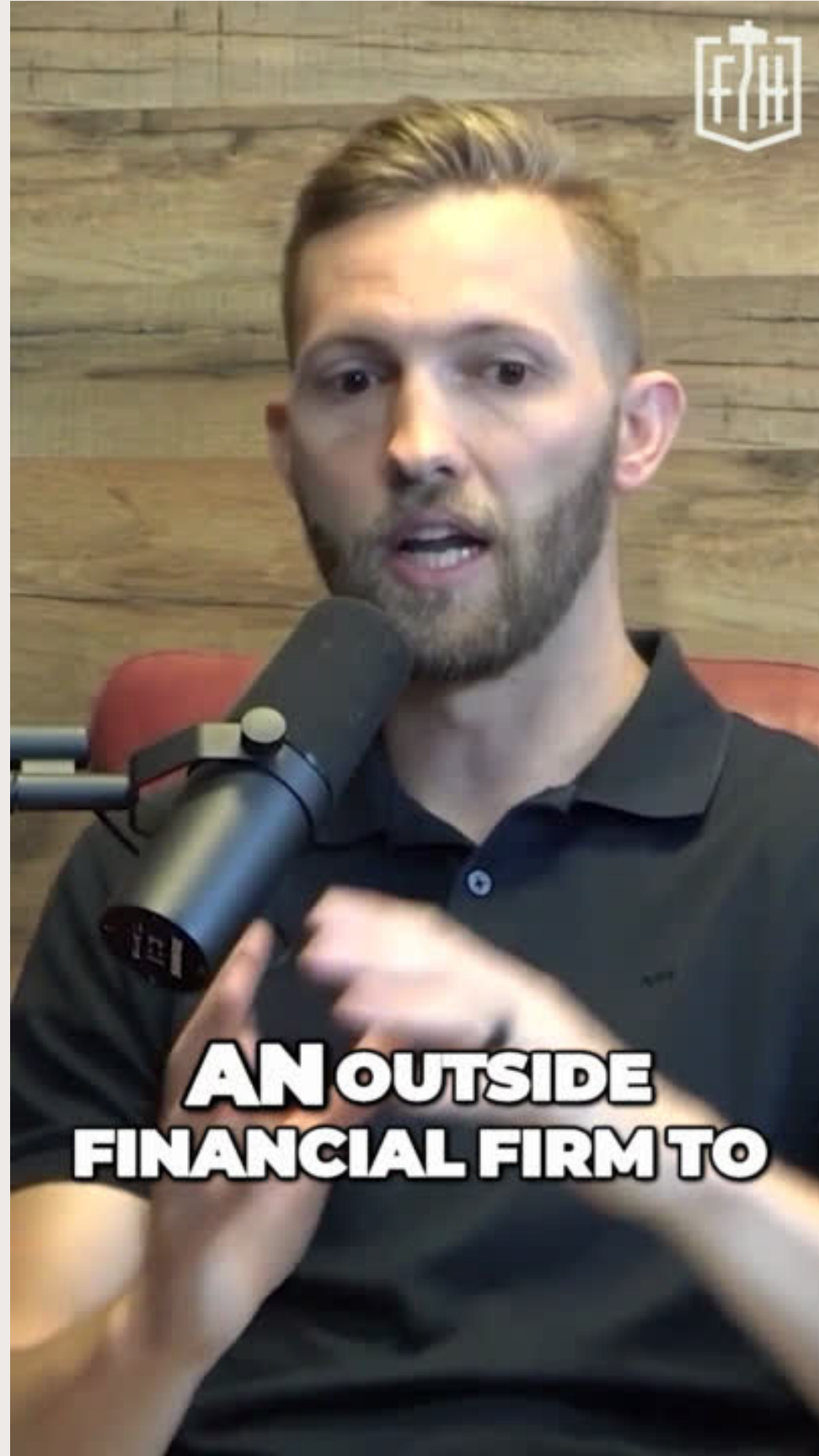
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