



SHOW ME THE MONEY

**RUN YOUR BUSINESS
LIKE A PROSPEROUS INVESTOR**

Chia-Li Chien

Show Me the Money

Run Your Business like a Prosperous Investor

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FOR IMMEDIATE RELEASE

CHARLOTTE, N.C., May 5, 2010 – Chia-Li Chien, business owner and expert columnist for WomenEntrepreneur.com has released her latest book, *Show Me the Money – Run Your Business Like a Prosperous Investor*. *Show Me The Money* helps small business owners view their business as an investment and learn how to build a foundation to position that business for transfer. The book is available through ShowMeTheMoneyBook.com as well as amazon.com, barnesandnoble.com and other retailers.

“Most business owners wait for triggers — like health issues or burnout — to sell their business,” says Ms. Chien. “They aren’t proactive about it. They have a tendency to get trapped inside their internal operations without planning for a way to cash out.”

Show Me the Money illustrates why you should expect a return on your investment after the years of hard work and stress involved in being a business owner. Step by step, Chien demonstrates how to spend more time working on your business and not just in it.

This book:

- Empowers you to concentrate on your business.
- Shows you how to become an investor of your business.
- Prepares you to proactively select the right exit channels and recognize the right window of opportunity to cash out.
- Guides you in strategically safeguarding your return on investment.
- Teaches you business value drivers—driving the right future investors to you.
- Enables you to achieve financial independence and continue to be part of the virtual business cycle.

Show Me the Money will show you how to avoid being in the one-third of all businesses that close without the owners receiving their deserved cash and business value.

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About the Author

Chia-Li Chien is a business owner and leading authority on the topic of financial independence. Her columns can be found regularly at WomenEntrepreneur.com and FoxBusiness.com. Recent interviews have appeared in *The New York Times*’ “You’re The Boss” blog. She is also a Midas advisor of MidasNation, a community dedicated to helping private business owners increase the value of their firms.

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Praise for Show Me The Money

Run Your Business like a Prosperous Investor

“In *Show Me the Money*, Chia-Li Chien emphasizes the importance of succession planning; and through her keen storytelling, she brings it to life. If you think you will just pass your business on to you children and retire, think again. Chien asks you to reconsider and gives a compelling reason why. Chien has a knack for breaking down what could seem like a complex maze of complicated choices and gives you step-by-step, easy-to-understand methods for getting it done. *Show Me the Money* is a must-read resource for discovering the right path for you and getting the most out of your business.”

-Jennifer Bouani, author of the *Future Business Leaders' Series* TM
adventure stories that teach kids entrepreneurship
June 5, 2010. <http://www.boujepublishing.com/series.htm>

“This book is a must read for new and established business owners. It is especially useful for new entrepreneurs who are in the infancy of building their business as it provides a road map from which to operate from the inception to the selling of the business.”

Laquinta Khaldun, CEO of Carolina Speech Services, Inc.
May 30, 2010. <http://ihtherapies.com/>

“As small business owners we are taught that it is important to take time to work on our business, not just in our business. But short of the general goal of increasing revenues and boosting net profits, most of us don't really know what to work on for what matters most -- growing the long-term value of our business. Chia-Li Chien's new book *Show Me the Money* reminds us of how critical it is to become "value architects" in our business, maximizing its value so that we get the highest possible return on all the years of hard work, risk and sweat we invested in our business.

With lots of real-life examples and case studies Chia-Li clearly shows the pitfalls and dangers of growing revenues but failing to grow value, and the folly of expecting to simply "sell the business for a whole bunch of money" when we are ready to retire. Chia-Li's book points out that most small businesses simply close their doors, are given away, or sell for a small pittance -- regardless of how much equity or sweat we've invested over the years. But the good news is that a handful of small businesses do create maximum value and can be sold or transferred in a way that gives a high return on investment and allows the owner to retire or move on to other ventures with financial security. *Show Me the Money* clearly describes for us the steps we must take to grow the value of our businesses and develop a sensible exit strategy, and it offers resources and tips to help us implement those important steps. This relatively short, very easy-to-read book will be a valuable addition to any small-business owner's library -- in fact it could be the book that prompts any one of us business owners to double or triple the real value of our business.”

Eric Sbarg, Founder & Director of The Peaceful Dragon
May 27, 2010. <http://www.thepeacefuldragon.com>

“I just love Show Me The Money! Chia-Li Chien makes the case that most business owners do not manage their businesses to create substantial wealth – but that the opportunity exists to do just that. Ms. Chien then provides a structure to successfully grow and exit a business. I strongly encourage owners and managers to read and implement the lessons learned from this book.”

Rob Slee, Founder - Robertson & Foley and MidasNation.

May 23, 2010. <http://www.midasnation.com>

“Just because you expect it, hope for it, or dream of it, doesn’t mean you will actually end up with the value you think you should from your business. Chia-Li Chien outlines in the book how to make getting that value a reality.”

Aifen Cathy Chang, CEO of Asia Victory Limit & Evertop wire & cable Co. Ltd., Hong Kong.

April 23, 2010. <http://www.evertop.com/>

“**Show Me The Money** helped me understand how important my business is to my future, and how I can make the business work for ME!”

Vincent Chuang, President of VeeHo Industrial Co., Ltd.

April 15, 2010. <http://www.veeho.com>

“Whether starting out or trying to get out, every business owner should read **Show Me The Money**. It will make you think about what you want from your business in ways you’ve never considered before.”

Aprill Jones, Partner/owner of Chuck Jones Direct Response.

March 19, 2010

Statistics/Target Demographic:

Women Business Owners

Nonprofit and community projects:

- Board member and Pro Bono Director Financial Planning Association (FPA) of Charlotte. List of benefactors include families from:
 - Charlotte Housing Authority Family Sufficiency program (FSP) 2009 - Financial Assessment tool and 1-on-1 counseling
 - Greater Vision Church - 4-module workshops 2009 and 2010
 - A Mile in My Shoes (Non-profit) - 4-module Teen workshop 2009 to 2010
 - Charlotte Literacy Festival - Public Financial Q&A 2009
 - UNCC - Employee Benefits Fair for past 5 years - Financial workshops
 - UNCC - Sr. Job Fair - Financial Literary workshop 2009
 - Junior Achievement - BizTown participation 2009, 2010 (annually)
 - Public traded corporation: Wachovia, Fiskars, Accenture and many businesses locally.
- Pro Bono Advisory Committee Member for Financial Planning Association
- Appointed Board Member & Officer of Women's Advisory Board (WAB) in Mecklenburg County, North Carolina.
- Past Projects:
 - NAWBO (National Association of Women Business Owner) Mentoring Program. Volunteer Mentor 2009