

# The Twenty Hour Work Week and What It Means For Your Business

**FREE COMPLIMENTARY REPORT**

## *The 20 Hour Work Week and What It Means To Your Business*

Hello and thank you for downloading this Report.

We've never met, but I already know 2 things about you.

- 1) You downloaded this report because you're not satisfied with your business life - if you were, you wouldn't have downloaded this report.
- 2) You're a winner - if you weren't, you'd be like the other 94% of business owners out there just biding their time, working their ass off and waiting for a miracle to happen.

**Kudo's to you for taking action!**

Let me quickly introduce myself - My name is Paul Forsberg, and I'm the owner of a Business Brokerage and Advisory Company in Melbourne, FL.

**The Reason I Wrote This Report is;** over the past 35 years I've built or bought 15 different businesses. All but one was a successful venture. However, those successes came at a steep cost. I'm on my 3rd marriage, and up until 4 years ago, my kids didn't have much use for me, among other things. Why am I telling you this? Because I know, first hand, the sacrifices we business owners make, weather we knew that going in or not!

**4 Years Ago**, I bought a business brokerage office and it **changed my life**. How it happened is this: The guy I bought the business from had been a business broker for a long, long time and just happened to be a "pack-rat." He had files dating back into the mid 1990's and I had the unique opportunity to review literally hundreds of business files. Both successful and unsuccessful, sold and not sold, as well as many in between.

While Undertaking The Process of Culling Records,  
Very Distinct and Indisputable Patterns Began to Emerge!  
I Share Them With You, Because They Are Vitally Important!!

What many might have thought of as a waste of space, I saw as a "Golden-Opportunity" to learn.

The business brokerage business is a tuff business and here's why:

**If you take any 100 business and put them up for sale, you will find only:**

- 4 will sell at full asking price or slightly higher
- 16 will sell at a discount of 30%-50% and sell something within 18 months
- 80 will NEVER sell.

Sickening right?

Well, let me tell you something - the information my "pack-rat" seller left behind, coupled with my own business experience turned out to be one of the most enlightening educations I could have ever come across, and I'd like to share my findings with you.

Ready?

Here We Go .....

## The 20 Hour Work Week

***This may, or may not come as a shock to you, but here it is ...***

**In Every Instance:** If the business owner worked in the business for **More than 20 hours per week**, the business suffered in one way or another, and in the end, the overwhelming majority of them end up closing their doors for one reason or another. Handing the business down to the owner's future generations, typically fared even worse!

The business went BUST, or the owner just closed the doors in defeat! Out of the many businesses my "pack-rat" friend had listed, the ones that the seller worked over 20 -50 hours per week, only 20% - 22% of them ever sold at a discount. **Not One of Them** Sold at The Full Asking Price.

### In "Stark Contrast"

**In Every Instance:** If the business owner worked in the business for **Less than 20 hours per week**, the exact opposite happened!

The business flourished, they had good books and records, they operated smoothly and profitably and **Every One Of Them** Sold at Full Price or slightly higher within a couple weeks!

I'm not kidding!

NOW I KNOW, YOUR PROBABLY THINKING TO YOURSELF - "WELL THATS NICE, BUT MY BUSINESS IS DIFFERENT."

### **WRONG!**

Your business is no different than any other business out there - the only difference is how you "look" at the business.

If you "look" at it as a job, you're right - the only way you're going to make any money is by working your ass off, and the harder you work, the more you're going to make -that is, until you can't work anymore, or until change how you look at your business.

***Let me tell you a story about my dad.***

*Dad was a fisherman. He took people out fishing for the day. The boat sailed at 4AM and*

*returned at 4PM every day. He worked 7 days a week, and the only time he had a day off was when the weather was too rough to leave the dock. then, it was maintenance day on the boat. As you can imagine, I hardly knew him, and night did my brother or sister. The only time I got so see him was when I went fishing.*

*Long story short, while working on the boat one winter day, he bent down to pick up a tool and gave himself a double hernia.*

*He was forced to hire another captain to run the boat while he underwent surgery and recovery, and guess what - the boat operated just fine without him. He never went back on the boat full time again. Fast forward 30 years, dad has the largest passenger fishing operation in the country and it happened because he got a hernia, had to get off the boat and begin looking at his business as a business instead of a job.*

*Don't get me wrong - dad still worked his ass off, (he loves what he does) but he CHANGED how he looked at the business and the rest is history.*

*If a fisherman can do it to his business, YOU can do it to yours.*

### **Getting back to my findings,**

Needless to say, after going thru hundreds of files and noticing the pattern, I immediately began working on changing the way I did my own business.

Guess what - within 6 months, I lowered my work week from 60 hours at the way down to 20, and the business is making more money than it ever has! (Funny, I found out along the way that *I really love what I do, so it's seldom less*).

**I took the entire month of August off, and there was more money in the bank account when I got back than when I left!**

And Now ....

- My Business Operates Without Me Constantly Being There
- My 3<sup>rd</sup> wife (yes, 3<sup>rd</sup>) Loves Me
- My Children Like Me Again
- My Grandchildren Know Who I Am, and Like "Poppy" Being There For Them!

**I'm Sharing This Information With You Because ...**

*Now That I Have More Time On My Hands, I Want To Help Other Business Owners*

Work Less And Make More Money, Just Like I Do, And To Help Them Get Their Lives Back - Just Like I Did!

**There is a way out of working 40, 60, 80 and 100 hours a week, and I know how to get you there.**

I know you're probably thinking yea Paul, it all sounds good, but I bet its a lot easier said than done, and you're right - It is. it takes commitment, and it takes work. No doubt about it.

Let me briefly explain to you how I did it so you can see it is possible, and it is actually quite easy if you have a process to follow.

I started out by categorizing my business into the 5 Fundamental Elements. If you aren't aware, I wrote an Amazon Best Selling Book titled "The 5 Fundamental Elements of Every Successful and Sellable Business." Get the book - it's available in Amazon in both Print and Kindle.

Next, I Identified the easiest items I could delegate to others in my office. I took the time to record a training session, made them listen to it and set them on their way. (I also sent the recording to a transcription service and had it turned into a job training manual).

After delegating that job, I picked the next easiest one and did the same thing. Long story short, when I got to the most difficult tasks, I had ample time and focus to address them, because all of the little stuff was out of the way.

Now I have a step-by-step process anyone can follow, with, for without my help and they too can get their workweek down to 20 hours or less.

***The 20 Hour Work Week Is The Tipping Point For The Most Successful, Expandable, Profitable, and Eventually Sellable Business.***

So now comes the **SIX MILLION DOLLAR Question:**

What would happen to you if you made the same strategic and tactical shifts in your business as I did in mine? **How Would Your Life Be Different??**

If you're still reading this, you're seriously looking to make a change in your

business and your life, and obviously, something in this report is resonating with you.

You've also have demonstrated to me that you are the type of person I would enjoy working with, so I'd like to end this report with a question:

Would it be worth 15 minutes of your time for us to get together on the phone, or in person, and explore how you might be able to make a few strategic and tactical changes in your business?

No sales pitch, no fast talk or bait and switch shenanigans. Just a straight-forward, professional chat between two business owners, to explore your options and see how you can **Work Less, Make More, and Get Your Life Back.**

I want you to know I am a real person, so here's my email address [paul@PBForsberg.com](mailto:paul@PBForsberg.com).

If you've got questions or want to take me up on my offer, please feel free to drop me an mail - I'd love to hear from you.

To talk with me personally, please drop me an email with your contact information - we can compare calendars and pick a convenient time for us to talk.

I look forward to hearing from you.

Warm regards,

Paul Forsberg  
[Paul@PBForsberg.com](mailto:Paul@PBForsberg.com)

P.S.

After working so hard for so many years, sacrificing your time, your family, your friends and lord knows what else, the last thing you want to do after all of those years of hard work and sacrifice is to be forced to close the doors, or sell your business for less than it's worth.

You simply can't afford the pain and anguish that comes along with giving it all away for nothing and you owe it to yourself and to your family to get the best help and advise you possibly can, so you're not taken advantage of and embarrassed.