

You may have heard the common expression, "You have to spend money to make money." We learn this fundamental concept in business school, and as a business owner, we confront it on a daily basis. Business owners understand the need to invest but dread mispending their money. When a bad investment is made, we find ourselves defending our expenditures. We let these kinds of financial decisions become personal. Instead of just walking away from our "poor financial decisions", we spend even more money trying to prove that our expenditure was a wise one.

How many times have we launched a new marketing initiative or new product and no one has cared? As the owner of the business, we love our new initiative and our new product. Unfortunately, the people that really count, our customers, do not feel the same way.

The Coca-Cola Company owned one of the most beloved recipes in the history of soft drinks. After 99 years of producing the most popular soft drink in the world, Coke decided to scuttle their product for "New Coke." Even though Coke averaged 15,000 complaints a day and received threats by 150 bottling companies to terminate their contracts, it took Coke three months to admit they had made a colossal mistake.

As an entrepreneur, you have to take chances,

About Our Company

Blueprints For Tomorrow is a nationally recognized financial services company that specializes in contingency, succession, and transition planning with a focus on growing businesses and improving cash flow.

We work directly with closely held businesses to create customized strategies and solutions that ensure the future of their organizations. As a third-generation company with over 40 years in the industry, we have the pleasure of serving thousands of clients and their families across the country.

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take risks, and be willing to be proven wrong. When this happens, a true leader has to own their mistake and be prepared to walk away and start over. When you own a business, failure is part of the deal. Get used to it - it just goes with the territory. Walk away and come back tomorrow prepared to start all over again.

We Prepare Business Owners for the Unexpected

It takes a lifetime to build a business and it takes a moment for it to fall apart. All it takes is an unexpected death, an unforeseen illness, or a key personnel departure. Business owners must understand the possibilities, prepare for the risks, and plan for their continuity and succession. Protecting the business means protecting the families that depend on it. The financial stability is interconnected. We understand this because we live it ourselves. **-Founder & CEO Nathan S. Sachs, CLU, ChFC, CFBS, CTP**