

As seen in:

# Airpark News

Business News

## What If

**W**hat if your key employee quits tomorrow? What happens if someone brings a lawsuit against your company? What if you become ill and can't work for a week...or a month...or worse, ever?

These are the sort of questions that could keep any entrepreneur up at night. And these are precisely the questions that Nate Sachs, founder of Blueprints For Tomorrow™ aims to resolve.

Sachs has been working in the insurance business for 30 years. In that time, he has worked with hundreds of business owners and learned about their concerns, obstacles and dreams. He has always worked to provide better service to his clients, which currently number about 600, and in that vein he recently changed the focus of his business from transactional to advisory. He explains, "It is hard to get business owners out of their 'bunkers' to work on their businesses instead of in their businesses."

Sachs' trademarked the Blueprints For Tomorrow program was his solution. It entails a series of 11 blueprints, which are plans that protect and maintain a business and its owner. The 11 blueprints are based on 11 key worries of business owners: sale of business; internal transition; passive ownership; premature death; disability; retirement; wealth accumulation and asset protections; key employee retention; legacy planning; orderly estate distribution; and prevention of misspent life insurance dollars.

Sachs says, "We want to help business owners protect what they have worked so hard to create, give them an exit strategy, and basically eliminate worries about potential 'what ifs' so they can sleep

at night."

Sachs program runs by charging a flat fee per blueprint. He says, "We don't charge hourly rates and will work with a company for as long as it takes to create a blueprint that resolves and existing or potential concern." Every company does not require the same combination of blueprints, and to determine an individual company's needs, Sachs begins with a complimentary Starter Session that includes a series of simple exercises that illuminate a business owner's needs. All sessions are generally scheduled in 45-minute doses so as not to overwhelm or take up too much of an entrepreneur's precious time.

The ultimate goal is to change the mindset of business owners so they can work "on" their business instead of "in" their business. What Sachs means by that is that owners generally concern themselves with maintaining a company's day-to-day operations, rather than looking at the big picture and taking steps to "bullet proof" them and their companies against possible future misfortunes. The big picture is what Sachs' blueprints control. They take away any worry owners have by addressing those big picture problems, thus, giving time back to them to again concentrate on the day-to-day operations and pursue other interests..

Sachs plans to start licensing his blueprints to professionals nationally with a training program based in the Airpark.

—Sarah Laidlaw

Look for Sachs' columns on each of his 11 "What Ifs" starting this month (on page 117) and running through November.

Business: Blueprints For Tomorrow

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