

Business Buyer Advocate.

Buying a Business

Advertising puffery can cause a business buyer's dream to become a nightmare.

Translation — Business “Opportunity” Ads

In the old days, every Sunday, instead of reading the funnies I read the classified ads.

Now I search the Internet.

The most entertaining ads (to me) are business opportunities and businesses for sale. It's my job—really. I'm hoping to find a diamond in the rough or a true business opportunity. You see, for decades my firm's tagline has been: “We're the firm that investigates all the others.” Business buyers, advisors, and lenders hire us to help them weed out the losers and not over-value or over-pay or over-lend on transactions.



Hollywood would be proud?

Screenwriters are creative. So are advertising copywriters. But the award for “encouraging” language — with the goal to exchange your money for someone else's business — should go to business sellers.

The definition of “chutzpah” is when you murder your parents, and then plead for clemency because you're an orphan. Some sellers have chutzpah, don't they?

If you've been looking for a business to buy, you agree with me don't you?

If you have the urge to own a business, particularly if you are getting started, my translation of common terms in advertising may cause you to chuckle and may very well save your ass-ets.

How many ways are possible to camouflage a lousy business?

Read on to discover 63 of them.

“Multi-billion dollar industry” translates into field saturated with competitors.

“Must sell” is another way of saying: Looking for a greater fool.

“Call to see if you qualify.”
Hi, sold to you.

“Earn huge income immediately.”
Believe in the tooth fairy.

As if they want to turn away prospects some copywriters use reverse psychology to entice you to call:

“Serious buyers only” means don't call if you expect answers to tough questions.

“Excellent history” suggests trouble around the corner.

“Well maintained” or “great lifestyle” is another way of saying unprofitable.

“Make your own hours” is work like a slave or starve.

“Excellent opportunity” is a nice way to say “assume our mess.”

“Dream business” is a nightmare.

“Easy” means you and everyone else the promoter can sell will compete with each other.

“Illness forces sale” could be we're sick of this lousy business—that's why we don't hire a manager to run it and send us the profit.

“Owner moving, anxious to sell” means about to go out of business.

“Call for details” means call for sales pitch.

“Divorce forces sale” will sound familiar when *your* spouse threatens to divorce you for buying the turkey.

“Absentee owner” raises the question: If the owner doesn't need to be there to make money, why is he selling?

Franchisors selling *retail* concepts merrily proclaim, “Premium locations!” What they don't admit — “but not good enough for us to invest *our* money.”

“Priced to sell” usually means not worth owning.

“Owner makes \$150K, employs wife and kids” is better than “work is our only activity; company can't afford to employ others.”

“Anxious to sell” hints that their anxiety will be yours, too.

“Tavern: Fun lifestyle” by an owner who is tired of being robbed, smelling beer breath and coping with thieving bartenders.

“As-is condition” invites the fool born today.

“Will adjust inventory to meet buyer's ability to pay” let's you get control with insufficient inventory.

“Turnkey business” might convey we can't wait to lock the door behind us.

“Relocatable!” Using my all fingers and toes, multiplied several times: That's how many “relocatable” business opportunities turned out *not* to be successfully relocatable, for buyers who did not discover reality *before* buying.

Use your magic marker on this:

Profit isn't a 4-letter word.

Loss (and risk) is.

“Earn \$900 per day, all for \$9,999”
When you wake up, be sure to buy another get-rich-quick opportunity so you recoup your investment. Keep doing this until you assemble a business opportunity empire, which means you have learned enough to sell one you dream up.

“Mature Company” has seen its best days.

“Executive talent for turnaround” means street-smart investors turn around and flee.

“Built-in clientele” should say we’ve got all the customers there are to get.

“Huge value” = worthless.

“Will pay for itself in one season” should come with its own warning label: “If not, you’ll lose money for the next nine months; have lots of savings so you get a second chance.”

“Established business with living quarters” so you can work 24 hours a day, seven days a week.

“Distributors wanted” suggests the territory too risky for us to staff.

“Low rent” surely means terrible location.

“Growing population” sounds better than we’re still not making any money.

“Liquidating all assets” at exorbitant prices the pros won’t pay.

“Major shopping center location” becomes landlord will lease to your competitors.

“Strong bonds to community.” Better have a good, long term lease because the business is not relocatable.

“Free long term support” promises that the seller will treat you like @!\$#& so you don’t call again.

“Owner financing” means the deal is too dumb for a bank or other source of capital to finance.

You’ll definitely be surprised if you fall for **“astounding income potential!”**

“Low down payment” almost always means the owner is thinking of shutting down but prefers to attract an unsuspecting buyer who will make payments until the buyer, too, sees the writing on the wall.

Don’t give up your day job if you invest in a **“part-time”** opportunity.

“Free video.” This is as good as it gets. Rent a movie, instead.

“Real estate included” means you don’t collect rent when your business can’t pay it.

“Fun business.” Ask: If it’s so much fun, why are you selling? Maybe I’d prefer that kind of fun, too.

“If you have the dedication to succeed.” Teaser ends up being, “nobody here can turnaround this loser; maybe you can.”

“50% profit” sounds good until you remember the best firms (i.e., Microsoft) don’t earn anywhere near this.

“Rated #1.” Thanks, mom.

“One of a kind.” You can say that, again.

“Relieve stress.” Whose?

“Tired of corporate politics?” It’s your turn to try to manage our band of incompetent, demanding employees.

“No selling.” Turn iron into gold.

“Tired of the 9-5 grind?” Imagine working until dawn.

“Member BBB.” Did we mention how often we change our company name?

“Franchise!” Nice place to send your profit. It’s like renting a job. (There are worthwhile franchises; find one of them.)

“Principals only.” We don’t want to talk to your knowledgeable professional advisors, only whoever can write us a check.

“Realistic top dollar income potential.”
Putting “realistic” and “potential” into the same sentence is like putting a cat and dog together in a dark closet.

“Short hours” means there is not much demand for the company’s product.

“Millionaire’s secret!” Run ads, sell pamphlet containing secret: Run ads, sell pamphlet...

“You won’t believe this until you see it,” means you will not believe this when you see it.

“Riches from MLM.” How to lose all your friends and cause your significant other to sleep in the other room.

“Surround yourself with beautiful women, earn thousands.”
Okay, I admit it. I’m curious.

Whew!

Do you think I made up these headlines?

I wish I were creative enough to dream up this fiction.

I wouldn’t be a business consultant.

I would be writing bestselling novels on my laptop computer from my beach chair.

The best message for sellers to attract buyers . . .

Profitable

Fair Price

Will Train New Owner

Ted J. Leverette

The Original *Business Buyer Advocate*®
“Partner” On-Call Network, LLC

<https://partneroncall.com/>

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The savviest buyers do what my books describe:

How to **Prepare** Yourself and **Find** the Right Business to Buy

How to Buy the **Right** Business the **Right** Way—
Dos, Don’ts & Profit Strategies

How to Get **ALL** the **Money** You Want For Your Business
Without Stealing It