PODCAST MEDIA KIT

What's It Worth?

A Straight-Talk Guide to Selling Your Business and Exiting Like a Winner

Michael Toups

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SPEAKER BIO



Michael Toups
Investment Banker & Exit Strategist

M&A
Boutique Investment Banking Advisor

Board Advisor
Advisor to Portfolio Companies

Michael Toups

Executive | Investment Banker | Entrepreneur | Author

Michael Toups is a seasoned executive, investment banker, and operator with more than 30 years of experience leading, buying, selling, and scaling companies in the U.S. and abroad. He began his career in corporate banking before transitioning to boutique investment banking, where he advised business owners on mergers and acquisitions, capital formation, and transaction strategy.

As a board-level advisor to portfolio companies, Michael has helped leadership teams refine strategy, strengthen operations, and prepare for liquidity events, as well as expand into the public sector and government marketplace.

As an entrepreneur, Michael brings rare firsthand credibility: he has personally exited four startup ventures. Each experience delivered hard-won insight into valuation, deal structure, negotiations, due diligence, and the personal dynamics of selling a business. Those real-world wins and challenges form the backbone of *What's It Worth?*

He holds an MBA in Finance from the University of Notre Dame, a BBA in Finance from Texas Christian University, and a Higher Education Teaching Certificate from Harvard University.

ABOUT THE BOOK

What's It Worth? A Straight-Talk Guide to Selling Your Business and Exiting Like a Winner

Most business owners spend years building their company without ever asking the question that determines their financial future: **What's my business actually worth?** Many discover the answer only when they're ready to sell and by then it's often too late to fix the issues that reduce value, scare away buyers, or leave money on the table.

In *What's It Worth?*, Michael Toups delivers a practical, no-nonsense guide for founders, business owners, and advisors who want to build a company that is stronger, more transferable, and more attractive to serious buyers long before a sale is on the table. **The message is direct: Everyone eventually exits, voluntarily or not. The only question is whether you'll be ready.**

> *"The question isn't just what your business is worth today, it's what it could be worth with the right preparation, the right team, and the right exit strategy."*
>
> **— Michael Toups, What's It Worth?**

WHAT YOUR AUDIENCE WILL TAKE AWAY

- What buyers really look for when evaluating a business and how to give it to them
- The common mistakes that quietly destroy business value before a sale
- How to build a company that is attractive, transferable, and ready to sell
- Practical steps to raise your company's valuation before you exit
- The difference between SDE and EBITDA and why it matters to your payout
- How deal structure, earnouts, and holdbacks can cost you hundreds of thousands
- What happens emotionally after the sale and how to find purpose without pressure

KEY TALKING POINTS FOR YOUR SHOW

1

Why Most Business Owners Are Leaving Money on the Table

Owners focus on building revenue not on the exit. Discover the simple, often overlooked steps that dramatically increase what buyers are willing to pay.

2

What Buyers Are Really Buying (It's Not Your Business)

Buyers are purchasing confidence. Michael explains the psychological and financial factors that drive premium offers and how sellers can best position themselves.

3

The Hidden Deal Killers That Torpedo Transactions

Most deals don't die from big problems — they die from small, fixable ones nobody addressed. Learn the top deal killers and how to eliminate them in advance.

4

The Sale Price Illusion: What You Actually Keep

The number on the LOI is not what you take home. Michael walks through the net proceeds formula - taxes, fees, earnouts, holdbacks, and how to protect your payout.

5

Building Your Exit Team Before You Need One

The biggest mistake sellers make is assembling advisors after the process starts. Michael shares the trust test for selecting the right attorney, CPA, and intermediary.

6

The Post-Sale Identity Crisis Nobody Warns You About

The emotional transition after selling is real and almost nobody prepares for it. Michael explores the paths sellers can take after exiting and how to plan a meaningful next chapter of your life.

THE EXIT READINESS FRAMEWORK

The 8-point exit readiness checklist Michael shares with every client:

- ✓ Clean financials and documented add-backs ready for buyer review
- ✓ Realistic valuation range supported by actual market comparables
- ✓ Trustworthy professional team assembled before you need them
- ✓ Due diligence data room organized and ready to open
- ✓ Negotiation strategy defined with non-negotiables established
- ✓ Deal killers identified and mitigated before buyer discovery
- ✓ Net proceeds forecast built and taxes planned before LOI
- ✓ Post-sale life plan in place so the exit actually delivers meaning

IDEAL SHOW FIT

Michael is a strong guest for:

- Entrepreneurs planning an eventual exit
- Investors, advisors, and M&A professionals
- Finance and wealth-building audiences
- Leadership and executive development shows
- Founder-focused and startup ecosystem podcasts
- Main street business owners

Suggested episode formats:

→ “What Every Owner Must Know Before They Sell”
→ “The Exit Playbook — From Valuation to Close”
→ “Your Business Exit Questions, Answered”
→ “The 7 Deal Killers That Stop a Business Sale”
→ “Due Diligence Survival Guide – How to Prepare”
→ “What’s Your Sellability Score – Are You Ready?”

HOW MICHAEL WORKS WITH OWNERS

STEP 1
Exit Readiness Assessment
- Business valuation review
- Financial clean-up plan
- Value driver analysis
- Deal killer identification

STEP 2
Exit Strategy & Positioning
- Strategic buyer targeting
- EBITDA / SDE optimization
- Data room preparation
- Pre-LOI negotiation prep

STEP 3
Transaction Advisory
- Due diligence management
- Deal structure guidance
- Earn-out & holdback strategy
- Net proceeds optimization

Ready to bring Michael to your audience?

Schedule a complimentary 20-minute discovery call — no obligation, no pitch.

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Michael is also available for executive workshops, speaking engagements, and board advisory roles focused on exit strategy and business valuation.