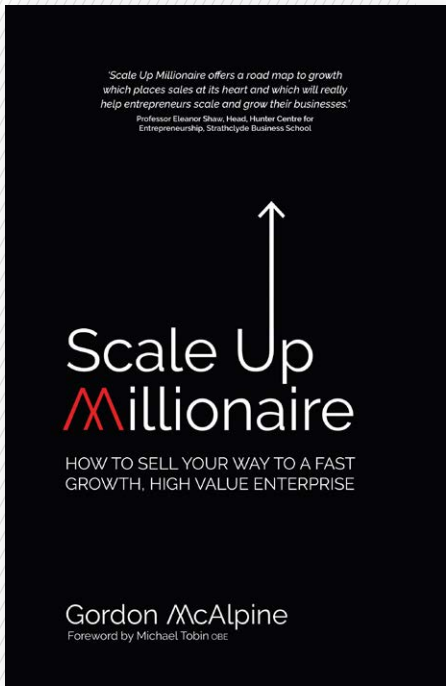


NEW
BOOK

We've Mastered the Start-Up:
Now We Need to Scale Up

SCALE UP MILLIONAIRE: HOW TO SELL YOUR WAY TO A
FAST GROWTH, HIGH VALUE ENTERPRISE



Britain is now a nation of start-ups, but only 1% of these businesses ever exceed £7.5 million in annual sales. Despite the speed of technological change, fewer than 4% of start-ups have ten or more employees after their first decade. So what is holding British businesses back?

Ask yourself – is your business growing as fast as it should? Have you lost sight of the end goal? Growing a multi-million pound business and being able to exit with a 7 or 8 figure sum personally is a high ambition – one that the British Government is only just waking up to, and one that *Scale Up Millionaire* can help you achieve.

Gordon McAlpine is a self-made, successful entrepreneur who has been there and done it. By starting up, growing and exiting a highly successful global technology company without any funding from investors or the bank, he

has personally proved that the organic Scale Up of a business really is an achievable dream.

You too can buck Britain's disappointing start-up and scale-up statistics. McAlpine here sets out clearly his proven, practical **6-Step Scale Up Process**, focused on selling your products effectively, to drive your business forward. This gives you the tools and structure to enable you to scale up your entrepreneurial business successfully, without necessarily chasing external funding.

Scale Up Millionaire gives you the opportunity to sell your way to a fast growth, high value enterprise, with the potential for a life-changing exit.

Scale Up Millionaire by Gordon McAlpine is out in February 2017, priced £11.99, from **Rethink Press**.
For more information, visit www.gordonmcalpine.co.uk

ABOUT THE AUTHOR

Gordon McAlpine is a sales guru and serial entrepreneur. After a stellar start to his sales career at **Astra Zeneca**, he co-founded tech start-up **BigHand** from his living room, and as Sales & Marketing Director was responsible for driving the global Scale-up to successful exit.

In 2010, he appeared on **Channel 4's** 'The Secret Millionaire' TV programme, visiting Govan in Glasgow to live undercover and give away tens of thousands of pounds of his own money to local charities. He founded (and exited) the world's first membership club for sales leaders, and as a Business Fellow at **Strathclyde University Business School** and a Tech London Advocate he is involved in inspiring and mentoring the rising stars of British entrepreneurship.

Twitter: @GordonMcAlpine

Also visit www.gordonmcalpine.co.uk to see details of services including: Scale Up Healthcheck, advisory services, keynote speaking.

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE

Gordon McAlpine helps people to scale up and find success in business, providing advisory services, mentoring and motivational keynote speaking – find out more at www.gordonmcalpine.co.uk. He is available to provide expert comment, interviews and by-lined articles on a number of topics, including:



Rocket your sales with 'Founder Selling' – make people want to buy from YOU

- Forget funding, focus on selling – How to take back control of your business growth
- Why lack of leadership talent is preventing business growth
- How to build a winning sales team
- 10 common problems stopping your Scale-up
- Pep up the performance in sales meetings, scale up your business faster
- Held back by Brexit? On the contrary, more than four out of five Scale-up leaders (83%) expect their growth to continue despite the uncertainties.
- Scale Up Skills – what are companies looking for?