

## Liber8 Your Business

### Liber8me

Laura Humphreys (Nov 4, 2013)

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Interestingly, the author of *Liber8 Your Business* is also a self-made woman. Laura Humphreys, who developed and sold two successful businesses of her own, now sees her mission as helping others to build “valuable and saleable” businesses.

Humphreys promotes eight stages to achieve financial success through freedom, but they are far from ordinary. Stage three, for example, is about choosing an exit strategy, which, she writes, “is the most overlooked element of business planning.” Stage five, “The powerful art of planning backwards,” is equally intriguing. Here, Humphreys helps readers with “milestone mapping,” suggesting that “[b]y working backwards from the clear picture of your completed business you can build a road map to help achieve it.”

Humphreys is both methodical and practical in walking readers through the stages. The text is divided into short, easily readable chunks with lots of subheads, bullets, and charts. The author includes numerous business examples and supplements many of the chapters with a “Liber8ing Exercise.” While the exercises vary in format—some are questionnaires, some are checklists, and others are forms to complete—they all lead down a path to useful analysis and self-awareness. In fact, to accompany the book, Humphreys created a workbook that handily consolidates the exercises, so the reader can complete them all in one place and retain the document as a stand-alone reference.

Clearly, Humphreys has been there and done that. With *Liber8 Your Business*, she generously shares her wisdom and experience in an instructional guide designed to benefit other would-be entrepreneurs.

BARRY SILVERSTEIN (Summer 2014)

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