



## Eric Gilboord Biography

- Eric has worked with hundreds of Small and Medium-sized Business Owners over the past 26 years. For the last few years he's worked exclusively with BABOs - Boomer Aged Business Owners.
- He is a management consultant, speaker, the author of several books, a columnist and the creator of hundreds of articles, seen in national newspapers and magazines, online and read regularly via his weekly emails.
- His new book 'Moving Forward 'GET THE TRIPLE EFFECT' - Sell your business for 3 times more and 3 times faster. Was written specifically for Boomer Aged Business Owners. BABOs are going through a challenging time in their life. One of the biggest events they have to face today, is to sell or transition out of their company.
- Moving Forward is about both the emotional and practical struggles Owners are facing.
- At the same time it serves to help the Owners family, Buyers and Trusted Advisers to better understand these challenges from the Sellers' perspective.
- His first book 'Just Tell Me What To Do - Easy Marketing Tips for Small Business' was a best seller. The follow up updated Second Edition 'Just Tell Me More - Marketing Tips In 10 Minute Chunks' was released a few years ago. He also co-authored a book called Marketing Masters.
- Eric speaks to groups of Small and Medium-sized Business Owners on growing and preparing their businesses for sale. The goal is to increase the value of their company in order to sell on their terms and for more. He also speaks to Trusted Advisers to help them better understand BABOs.
- Three years ago he transitioned his marketing services company to WarrenBDC. Focused on helping Boomer Aged Business Owners prepare their company for sale by increasing the value of their business, pre sale. WarrenBDC helps Sellers sell on their terms and Buyers acquire businesses. [www.warrenbdc.com](http://www.warrenbdc.com)

## Media Contacts

To receive an eBook copy of Moving Forward or to book Eric for an interview contact:

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