EMAIL 1

Subject: Untangling who you are from the work you do

For many business owners, work has never been just a job. It has shaped how you use your time, how others see you, and perhaps even how you see yourself.

That is why preparing to leave a business can feel more complicated than completing a transaction. You are not simply stepping away from responsibilities. You may also be separating yourself from an identity you have spent years building.

This is not an easy process, and it should not be rushed. The goal is not to diminish what your business has meant to you, but to begin identifying which parts of your experience, talent, and leadership you want to carry into the next season of your life.

A helpful question to consider is: If you were no longer introduced by your company or your title, what would you want people to know about you?

If you would find it helpful, I would welcome the opportunity to have a thoughtful conversation about what you want to preserve, what you may be ready to release, and what could come next.

EMAIL 2

Subject: What will give structure and meaning to your next chapter?

Over the years, your business has likely provided far more than income. It has given you responsibility, relationships, challenges to solve, and a reason to get moving each morning.

After a sale, many owners discover that they miss these things more than they expected. Even a successful transaction can create an unexpected sense of loss when the familiar structure of work suddenly disappears.

This does not mean you should continue working forever or immediately fill your calendar with new commitments. It means your plan for life after the business deserves the same care and attention as your financial and transactional plans.

You might begin by asking yourself: What parts of owning and leading the business gave me the strongest sense that I was useful, needed, or making a difference?

Your answer may provide important clues about where meaning and purpose can be found next. I would be glad to help you explore those clues in a comfortable, unhurried conversation.

EMAIL 3

Subject: You do not have to navigate this alone

Business owners are accustomed to solving difficult problems. That strength helped you build your company, but it can also make asking for help feel unfamiliar, especially when the questions are personal rather than operational.

Preparing for an exit requires you to think about an ending, and most of us would prefer to focus on what is directly in front of us. It can be difficult to imagine handing over something you have built, stepping away from people who rely on you, and creating a new rhythm for your days.

Acknowledging those concerns is not a sign of uncertainty. It is an important part of preparing well.

There is also encouraging news: life after the business can become a meaningful new beginning. With some intentional thought, you can begin identifying where your abilities are still needed, which relationships deserve more attention, and what life may now be asking of you.

You do not need to have all the answers before we talk. If you are open to it, I would appreciate the opportunity to begin the conversation with you.