



**MAXIMUM VALUE PARTNERS LAUNCHES NEW PODCAST:  
DIRTY SECRETS OF SMALL BUSINESS™  
Podcasts featured on new website**

Cleveland, OH–December 20, 2016– Maximum Value Partners (MVP) specializes in helping small business owners answer their “how” questions – how to expand, how to restructure, how to make more money, how to make the next big leap. MVP itself is taking a very big leap in launching a podcast show called Dirty Secrets of Small Business™. Listeners to the weekly podcasts, (which are offered through iTunes or the MVP podcasts) often hear references to strategies, which Jack Mencini and Adam Sonnhalter use in coaching for their MVP small business clients.

The show hosts and business partners, Jack Mencini and Adam Sonnhalter, bring a unique perspective to their business-coaching clients as well as followers of the podcasts. They share an irreverent blend of solid business acumen and telling it like it is advice, which has helped hundreds of their clients, become profitable and successful over the past 15 years. Fans of the show say that the banter between Wall Street-savvy Sonnhalter and in-the-trenches-down-and-dirty entrepreneur, Mencini give a perfect blend of a kick-in-the-behind advice most small business owners need but never get from their attorneys or accountants along with key insights you won’t find anywhere else.

“Many small business owners have a big vision but lack the skill set to realize it,” said Mencini. “Adam and I have developed the ‘7 Keys to Success’ framework, which gives business owners the confidence and ability to succeed. Our collective background and experience can help guide them toward their goals no matter what stage they are in.”

Click [here](#) to get a pdf of the “7 Keys to Success.”

MVP applies the “7 Keys to Success” framework to the development of a business strategy that is customized to fit the needs and goals of the individual business owner. The MVP “7 Keys to Success” are:

1. Vision
2. Profit Plan
3. Marketing Plan
4. Organizational Plan
5. Leadership
6. Cash Flow Forecast
7. Presentation

According to one listener, “I was surprised what I learned for my business after listening to the show a few times. It made me want to tune in to the podcasts to get more insights to help me with my business in a way that was down to earth and not filled with the corporate jargon I really don’t understand or want.”

Mencini and Sonnhalter have also been interviewed on The Small Business Advocate® Show, with creator and award-winning host Jim Blasingame. The Mencini and Sonnhalter interview on *Growing Your Business By Acquisition* can be found at <http://bit.ly/2gVl9bi>

In addition to launching the new radio show, Dirty Secrets of Small Business, Mencini and Sonnhalter have significantly changed their website (<http://www.maximumvp.com>) to reflect more of their no frills but solid body of work to help small business owners make it without a lot of extraneous bureaucracy like formal business plans, college degrees or piles of money to acquire a business. They debunk all of these as myths and give solid realism that you don't need a business plan or college degrees and yes, you can acquire a business with little to no money down.

The new website provides content and insight through videos, blogs and podcasts that are easy to understand and fresh with current info each week. "We wanted to have a site that reflected our approach as partners with our clients who are there for them 24/7. We also want other small business owners to know that no matter what situation you are facing in your business right now, we've helped many MVP clients find solutions for similar circumstances. With the website you can get insights into the secret sauce, but if you want the real deal, give us a call," said Sonnhalter.

#### **About Maximum Value Partners**

For the last 15 years, Maximum Value Partners have taken small business coaching to new levels of sustainable success for their clients. Jack Mencini and Adam Sonnhalter (business partners of MVP) deliver a no-frills approach with integrity and straightforward business logic and concentrate on the often forgotten small business.

Every coachable business owner starts with MVP's 7 Keys to Success to provide the framework for what will guide the company. At first glance, it seems absurdly simple and yet has brought structure and repeated profitability to hundreds of their clients. For more information, visit <http://www.maximumvp.com>.

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