BEFORE YOU START

Choose your 90-day focus

Not eight letters. Not five. One or two. Ninety days is enough to make real progress on one TRANSFER area. It might not be enough to perfect it, but perfection isn't the goal. Progress is.

1 Score your business

Take the free TRANSFER Self-Assessment at curleycapital.com/transfer-assessment, or use the full self-assessment in Appendix A of the book. Each of the eight areas is scored out of 20.

2 Read your scores

- **Green, 16–20:** a strength, with little work needed.
- **Amber, 10–15:** a partial weakness that needs improving.
- **Red, 0–9:** a significant weakness that needs urgent attention.

3 Prioritise by when you might exit

Exiting in 12–18 months

First 90 days
Any red score in T, S or F: these kill deals or force poor terms.

Months 3–9
Any red score in R, A or N.

Months 9–12
Amber scores in any area.

Later
E and the final R can be built in the last 3–6 months if the rest is strong.

Exiting in 3+ years

First 12 months
T (Leadership) and N (Operations): they free your time now and build value.

Months 12–24
R (Revenue) and E (Optionality).

Months 24–36
A, S, F and the final R, closer to exit.

Always
Start with whichever scores lowest.

4 Protect the time

- Block 4–6 hours a week and treat it like a client meeting: it can't be moved or cancelled.
- Set weekly milestones, and review them every Friday. If you missed one, ask why and adjust, but don't abandon the plan.
- Get support where you need it, delegate routine work, and find someone who'll ask: "Did you do the work?"

Then turn the page and write your plan.

© Hugh Curley 2026. From The UnSellable Business. Free to print and use in your own business; not for resale or republication.
Curley Capital Associates Limited · curleycapital.com · A guide, not financial, investment, tax or legal advice.

YOUR PLAN

Your 90-day action plan

My focus letter(s): _____

Current score: _____ / 20 **Target in 90 days:** _____ / 20

Month 1: specific actions

1. _____
2. _____
3. _____

Month 2: specific actions

1. _____
2. _____
3. _____

Month 3: specific actions

1. _____
2. _____
3. _____

Weekly time commitment: _____ hours

Support needed (advisers, specialists, team members):

_____

_____

How I'll measure progress:

_____

_____

Reassess your TRANSFER score every 90 days to track progress and choose your next focus. Want a second pair of eyes on your plan? Book a free Discovery Call at curleycapital.com.

© Hugh Curley 2026. From The UnSellable Business. Free to print and use in your own business; not for resale or republication.
Curley Capital Associates Limited · curleycapital.com · A guide, not financial, investment, tax or legal advice.