



The Lifestyle
Business Owner

THE LIFESTYLE BUSINESS OWNER PRESS KIT

Build a Business that Runs Without the Owner



FOUNDERS

AARON AND MAYUMI MULLER

Aaron and Mayumi Muller are highly acclaimed trainers who teach people how to own a small business that runs without the owner. They are serial entrepreneurs who currently own eight multimillion-dollar companies that run without them.

Started as a laborer who never went to college, Aaron developed his business acumen through decades of trial and error. He managed to buy 50% of the truck washing company he worked for by the time he was eighteen years old. Over the next three decades, Aaron started or bought over twenty companies in the Pacific Northwest. Some of them succeeded and some failed, but the result was a system Aaron developed to operate a profitable small business without the owner having to work there.





The Lifestyle Business Owner

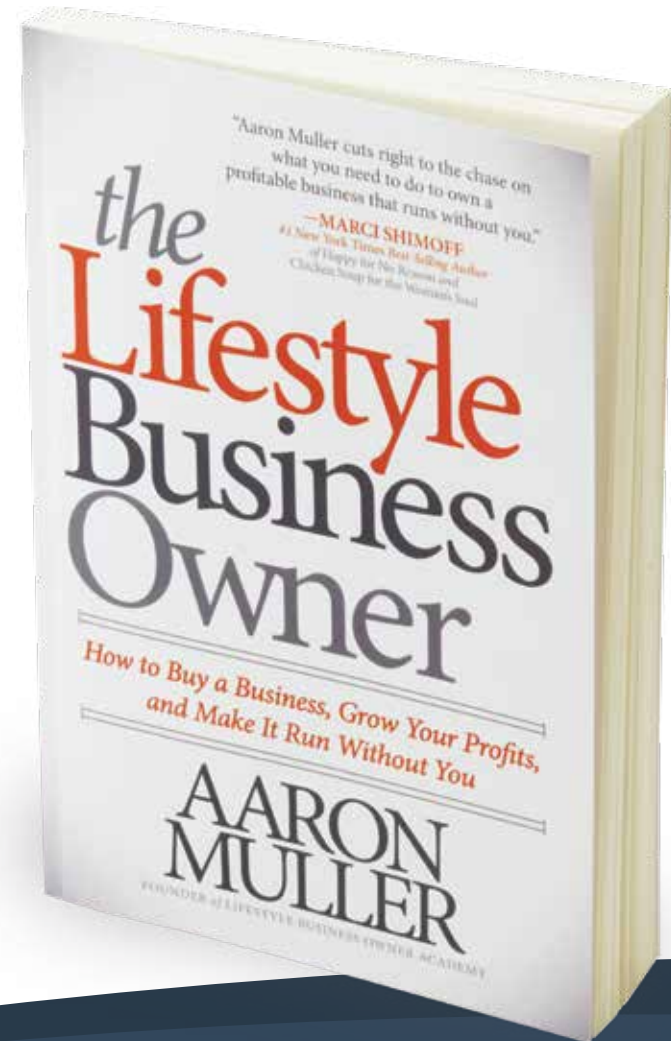
Inspired by the desire to help more small business owners succeed in a world dominated by big corporations and Wall Street, Mayumi joined Aaron to found the Lifestyle Business Owner Academy using her experience in sales, coaching, and personality typing. Together, they turned decades of business experience into a repeatable system that allows aspiring entrepreneurs to own a small business in their community, make a six-figure income, and automate the business, allowing the owner to step away from the day-to-day operations and work as little as five hours a week.

Today, Aaron and Mayumi help people become lifestyle business owners through their online courses, seminars, and mastermind groups. Aaron is the #1 international bestselling author of *The Lifestyle Business Owner: How to Buy a Business, Grow Your Profits, and Make It Run Without You* published by Morgan James Publishing. Aaron and Mayumi host a weekly radio show, *The Lifestyle Business Owner Show*. Aaron and Mayumi have attracted tens of thousands of followers on social media, and continue to inspire small business owners as teachers who walk the talk.



#1 INTERNATIONAL BESTSELLING BOOK

The **Lifestyle Business Owner** achieved number one bestseller status in thirteen Amazon book categories in the United States, Canada, Australia, and Germany. The book shows how ordinary people can buy a small business in their community, earn a six-figure income, and make the business run without them. Aaron Muller reveals the three-step formula he utilized to go from a kid who didn't attend college to the owner of eight multimillion-dollar companies that run without him.



PRAISES FOR THE LIFESTYLE BUSINESS OWNER

“ Aaron Muller cuts right to the chase on what you need to do to own a profitable business that runs without you. ”

— **Marci Shimoff**

#1 New York Times best-selling author of *Happy for No Reason* and *Chicken Soup for the Woman's Soul*

“ This practical book is full of proven strategies and techniques you can use immediately to increase your sales and profitability—from the first day. ”

— **Brian Tracy**

Author of *Now, Build a Great Business*

“ A must-read for anyone who wants to be a business owner. If you've ever dreamed of owning a business in your community, making a six-figure income, and working as little as five hours a week, then you'll love this book. ”

— **Gino Wickman**

Creator of EOS and author of the award-winning, best-selling book *Traction*

“ Aaron Muller opened my eyes to the world of buying and running a business (or two or more) as a way to express your values, have fun, be creative and make enough money to have everything you need...including time for life's non-material pleasures. He speaks clearly, believably and honestly, giving you a great foundation to consider whether lifestyle business ownership is for you. ”

— **Vicki Robin**

Co-author of *Your Money or Your Life*

“ A revolutionary paradigm shift on what it means to own a small business. ”

— **Bob Bagga**

President and CEO of BizX

LIFESTYLE BUSINESS OWNER ACADEMY

The Lifestyle Business Owner Academy is an online course that shows people step-by-step how to start from scratch and become the owner of a successful business that runs by itself.

TRAINING TOPICS INCLUDE:

Marketing

How to grow your revenues using advanced marketing strategies

Employees

How to build a winning team and reduce the stresses of having employees

Operations

How to set up systems to make your business run smoothly

Finance

How to read financial statements to increase your profitability

Automation

How to make your business run without you

Online marketing

How to dominate your local market using online strategies

Buy a Business

How to buy a good business that makes you profitable from day one

Raise Capital

How to get the money you need to start or buy a business

THE LIFESTYLE BUSINESS OWNER SHOW

Aaron and Mayumi Muller hosts a weekly radio show where they invite successful small business owners to share their experience, and impart lessons on how to own a small business that runs without the owner.

The radio show is broadcasted across the Seattle Metropolitan Area on AM1590 and then redistributed through a podcast on iTunes, Facebook, YouTube, Stitcher, and **LBORadio.com**. Join thousands of listeners every week as they learn the street smarts of small business.



SOCIAL MEDIA LINKS



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<https://www.stitcher.com/podcast/lifestyle-business-owner-show-2/the-lifestyle-business-owner-show>



<https://twitter.com/aaronmuller73>



<https://www.youtube.com/channel/UCWen2gHLR4u6HYwB0ex3rCQ>



<https://www.linkedin.com/in/aaron-muller/>

CONTACT INFO

Aaron and Mayumi Muller
Founders, Lifestyle Business Owner Academy

(425) 766-3940

Send inquires to:
aaron@lboacademy.com

