



Second Squared Newsletter Christmas 2019

It's beginning to look a lot like...

As we approach the Festive Season and a New Year we wanted to reach out to wish you all the very best for the coming festivities and for a safe and successful 2020.

Since our travels to the Stanford EtA Conference in September we've been working on building the pipeline of Searchers for 2020, positioning Search Funds in the broader Australian market, and working with our growing network of those wishing to be active in the Search Community in Oz.

Highlights over the past 3 months include:



Published a book: A Mind for Acquisition – Preparing yourself to buy your business

Throughout 2019 we developed a series of blogs about having the mindset to search for and acquire a business. We purposely avoided talking tools or skills – there are mountains of materials on those. Instead we focussed on preparing your self, mindset and attitude for success.

People asked us where they could find these ideas in one place – so we took the blogs and wrote a short book to capture it all.

The book is available on Amazon as of this week as an e-book and soon as a short paperback. You can access it [here](#). We'd be delighted if you get to read it and perhaps post a review, send feedback, etc.

Ran an EtA Intensive workshop: Getting Search Ready Sydney – 7th December 2019

We ran our second Getting Search Ready workshop in Sydney for 5 entrepreneurs exploring Search. This one-day Intensive program is designed to introduce Entrepreneurship through Acquisition to potential searchers, and covers the concepts, metrics, and process. Participants also get to begin focussing their thinking on thematics for a search. We also “socialise” participants with current Searchers within the Australian community so that they get a “raw and real” feel for the process.



With interest growing, we are scheduling further programs (commencing in March) in both the West and Eastern states of Australia for 2020.

Got on the record: Podcasts

We were interviewed by Seattle based Alex Bridgeman in November for his podcast series [Think Like An Owner](#) where we discussed Second Squared and developing the Search community in Australia.



And just last week, whilst in Sydney we were invited to record a podcast at the office of [CRIISP](#) and [Wholesale Investor](#) on Search Funds in Australia with Patrick Hamid, Product Manager at Wholesale Investor. We discussed the opportunities for investors to get involved with the Search community, the looming rise of the baby boomer/owner transition needs and the Search Fund model. We will let you know when it's published.

Got settled in: New Office, Subiaco Perth

We are pleased to announce that Second Squared will be working out of our new office located in Subiaco, Perth. If you are passing by or would like to catch up and check it out don't hesitate to drop in or schedule a catch up.

All of us at Second Squared wish you an enjoyable festive season and a very successful 2020.

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