



BUSINESS

Exit Coach Radio host lands airtime next to Angels

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By ANGELA RATZLAFF / STAFF WRITER

Exit Coach Radio

When: Sundays, 10 a.m., 6 p.m.

Where: KLAA/830 AM and exitcoachradio.com

Who: Bill Black and guests

What: Radio broadcast that discusses aspects of exit planning and business ownership. An archive of broadcast recordings is available online.

The opportunity came quickly, like a shot out of left field, boosting Bill Black's online-only podcasts into the spotlight, right next to the Angels baseball team.

Black, a Tustin resident and exit planner, recently caught airwaves for his program "Exit Coach Radio." Black helps entrepreneurs plot their exit from their companies.

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Exit Coach landed two slots on KLAA/830 AM, both of which lead into Angels broadcasts, at 10 a.m. and 6 p.m. on Sundays.

In addition to exit strategies, the show also touches on topics like filing taxes and working with multiple generations in one company. His first show on 830 aired March 20.

Black, 57, started Exit Coach as a podcast two years ago. Guests include advisers, authors and heads of chambers of commerce. Black said he's interviewed 1,000 people. The show has 40,000 listeners a month, he said.

Exit planning is a relatively new field founded by John Brown, chief executive of Business Enterprise Institute. The program consists of 10 online courses and 30 hours of hands-on casework.

Some 7.3 million baby boomers are business owners, according to U.S. census data. As they age, Black expects the exit planning industry to pick up.

The death of a close friend last year helped push him to better promote the necessity of exit planning.

"It put purpose into my radio show," Black said. "My goal is to help a million business owners be motivated to protect their families, so they are not victims of an unplanned exit."

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