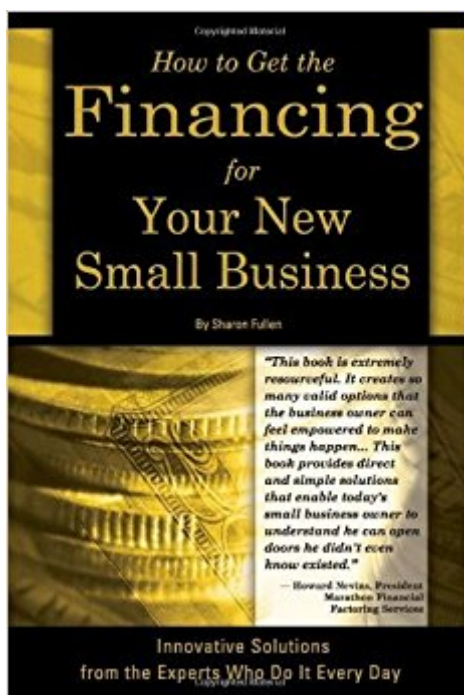


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# How To Get The Financing For Your New Small Business: Innovative Solutions From The Experts Who Do It Every Day



## Synopsis

This new book will provide you with a road map to securing the financing. The book goes into traditional financing methods and assists the reader in setting up proper financial statements and a proper business plan. It details the differences between debt and equity financing and how and why to use each. Valuation techniques are explained for determining what your business is truly worth. However, the book's real strength is in explaining alternative and creative methods of financing, such as SBA financing, investor angels, IPOs, limited public offerings and venture capital. Essential resources for finding the detailed information you need are included throughout. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 312 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

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## Customer Reviews

I have not been compelled to write a review before but I am so disappointed with this book that I want to forewarn any potential buyer. I excitedly bought this book largely based on the other stellar 5-star reviews; and now, after reading this book I am quite skeptical about the legitimacy of those reviews. First of all, this book is so general and based on common sense - there is very little rigorous research, let alone novel advice or ideas, to be found in a book valued at \$39.95. And, what little worthwhile information is in this book, such as the different sources of business funding, can be found quite quickly on the internet. Among many low points of this book is a section titled "organize your research" which includes a bulleted list of things you should "never leave home without" including "a notepad and pen (or micro recorder), business cards, and expandable travel folder". This section goes on with shockingly common sense bulleted points such as "set up a business plan file cabinet, create hanging files and file folders, and empty your pockets and travel folder daily. By taking just a few minutes to review, sort, and file data gathered that day, you will be able to make notes and comments that may be lost to you weeks from now". Furthermore, this book is full of advice that is embarrassingly redundant and low-level such as "Remember assumptions are not conclusions. When deciding what data you need to construct your business plan, don't make unnecessary assumptions. Assumptions, by definition, are personal beliefs not supported by fact. Assumptions are not a reliable foundation for decision-making and business success". Not surprising, there is no information to be found about the credentials of the author nor an "about the author" or similar section in this book. The lines per page and font size in this book is insulting to an intelligent audience, not to mention the double-spaced index with referenced items such as "customers", "events", "industry", "family", and "internet" - to name a few.

Not much to evaluate

This was a good read to get an idea of if you really want to get into being in your own business or not.

Here is a resource written to provide the New Small Business owner the tools necessary to understand the process entailed in securing the lifeblood of every new small business, money. This book is a must-have for every new small business owner and a should have for every one involved in owning a business whether new, on going, large or small. Regardless of where you are in the business development stage, opening, growing, turn-around or change management, this book by Sharon Fullen does it all. By providing the simple progressive understanding to creating image, knowing and understanding your image, communicating that image, the savvy owner/manager can develop a message that is irresistible. Truly, this book provides the information, processes and options available to secure the needed funding. The author guides you through the processes of choosing options of financing by explaining each and providing reasoning for choosing one or more methods. Venture capital, private loans, factoring, debt-financing, grants, small business loans, equity financing, all options are covered. From the business plan to the loan documents, this book guides you there.

In good financial times it can be hard to secure financing for a new small business. So, getting financing in these tough and uncertain economic times are even harder. That's a reason why you need to know about this book. We all know that a business can be run in the ground by bad management, poor planning, a downturn in the economy and many other reasons. But improper financial planning is the #2 reason that businesses fail - that is why this book is a valuable resource. Far too many people plan to open or expand a business and incorrectly calculate how much money they will need. Having sufficient money available is critical in being successful. Compiling a thorough and accurate financial statement is one key. Another key is having a thorough and complete business plan. Both of these items enable you to launch or expand the business with a solid plan and sufficient financing and it allows the lending institution to make the best loan to you and also to give you the best feedback for your situation. This book delves into some of the more creative financing options - and in these times, it doesn't hurt to get creative when you look for financing. Some of the topics covered in this book include:

- Chapter 1 - Learning Your Money Formula
- Chapter 2 - The Money is Out There
- Chapter 3 - Your Business Plan
- Chapter 4 - Investing in Your Own Dream
- Chapter 5 - Neither a Borrower Nor a Lender Be
- Chapter 6 - Your Loan Proposal
- Chapter 7 - Valuation of Your Business
- Chapter 8 - Debt Financing Versus Equity Financing
- Chapter 9 - Uncle Sam Helps Out
- Chapter 10 - Grants
- Chapter 11 - Venture Capital
- Chapter 12 - Investor Angels
- Chapter 13 - Initial Public Openings
- Chapter 14 - Direct Public

OfferingsChapter 15 - Strategic AlliancesChapter 16 - Legal ConsiderationsChapter 17 - The PitchChapter 18 - GlossaryChapter 19 - ResourcesThere are many unusual and creative financing options that are discussed in this book in detail. So - if you are looking for a very thorough book that walks you through the traditional and the more creative financing process for your business - this is the book for you. The resources section is also packed with all kinds of resources to get much more information to help you in search to get financing for your business. Like Chapter 2 says -- the money is out there, you just need the details on how to get it.Note - This book was written several years ago and there are new programs -- however, this book will give you a great foundation to search for business financing and to better understand the process and to understand the terminology during the process.

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