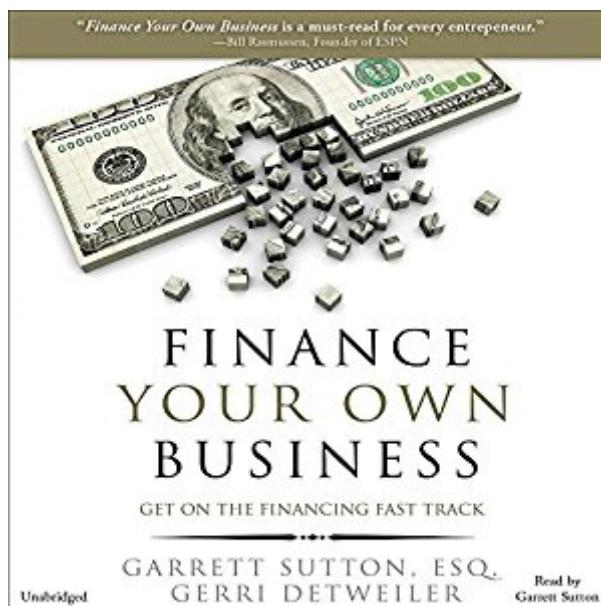


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# Finance Your Own Business: Get On The Financing Fast Track



## **Synopsis**

Get money for your business! Learn the financing fast track strategies used by successful entrepreneurs and investors. Finance Your Own Business will teach: The power of business credit How to get an SBA loan The secrets of microlenders The benefits of crowdfunding How to prepare your own PPM The risks of using retirement funds Financing scams to avoid

## **Book Information**

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## **Customer Reviews**

This book is a must-read for anyone serious about starting or running their own business. I have worn a number of different hats in the business and financing and investing world, and many times have had my hat handed back to me, if you know what I mean. Saying that, I wish I would have had this book a few years ago! As an entrepreneur and partner in a company that made early stage angel investments and participant in due diligence with angel investing groups, I have seen a number of things described in the book first-hand. I can honestly say that I wish I would have had this book read and sitting on my shelf as a valuable resource. This book covers it all with clear language and presents things in a down-to-earth fashion that helps you understand the realities, pros, cons as well as the hidden dangers and "gotchas" that might be lurking in that contract in front of you or that longer-term impact you may have missed without their advice. You will find great ideas on where to obtain financing that you may not have considered and learn that some of your ideas for financing may not be the greatest for your long-term financial health, such as retirement financing where you pull from retirement accounts. Along with the information on financing, you can find some great tips on running a better business, keeping up with important paperwork and things

that may not be much fun, but can really help when you get to a place where you want to grow and scale your business. A great chapter for everyone considering starting a business is "Chapter Eleven: Create Your Business Structure." This is one of the most important early steps when building a business, and it is a good idea to explore your options and think about the future as well as the present. Helpful for both sides of the investment: the investors as well as those seeking financing, the chapter on angel and venture capital, I found very helpful and informative. It presents in a direct and succinct manner many of the things that investors are looking at and helps those looking for financing start pulling together the presentation and kind of information needed to be a candidate for angel or VC financing. If this is an area of interest, look at their due diligence checklist. Their advice on scams is extremely helpful in giving you things to be on guard against and hopefully save you some heartache. The resources section provides sample contracts and documents so that you can get an idea of what to expect before one may be staring you in the face while meeting with your attorney. Also in the back of the book is a table that shows a good comparison of the different funding types. It provides a super summary of the different types at a glance so you can dive in for greater detail in that chapter. I highly recommend this book. I did receive this as a review copy, and I am so glad I did. This great resource will be sitting on my bookshelf for years to come.

Title: Finance Your Own Business: Get on the Financing Fast Track  
Author: Garrett Sutton, Gerri Detweiler  
Publisher: SuccessDNA  
ASIN: B01BCMZ0UE  
Pages: 320  
Genre: Business & Money  
Finance your own Business is self-explanatory. Garrett Sutton (Toxic Client) brings another how-to guide, this time focusing on how to be a successful entrepreneur. He partners with Gerri Detweiler to deliver examples, and a simple lay out of ways to get your business to be successful. This book is aimed at people who plan to pursue their own business, but the advice given is open to all. Finance your own Business is broken into four chapters that give advice, strategies, and even tells business starters what to avoid. Entrepreneurs tend to fail when they don't plan out their capital needs. This book is to change that. Part one focuses on various types of financing options, from personal savings to home equity loans. Each option is broken down with the pros and cons explained. Part two goes into ways to develop ongoing funding. Part three explains ways to bring investors into your business. Part four gives you strategies for success. Despite being a how-to guide, Finance your own Business has a supportive tone. Sutton and Detweiler want entrepreneurs to succeed with their dreams. The writing is a lot of advice and facts, but it feels conversational. This book goes into everything you may possibly need for your business. Even things you may not

consider. There's even a section on how to plan what sort of credit card to use, a small business card or a personal credit card used for business. They advise using a single card for all your business needs, and even go into what's covered for each card under the credit CARD act from 2009. Various types of loans are discussed as well as ways to spot scams (and what sort of companies to avoid). Maybe you don't have a business, but financial advice is always a worthwhile pursuit. Or if you aren't interested in personal financial advice, this book is perfect for a friend or relative trying to start their own business.

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