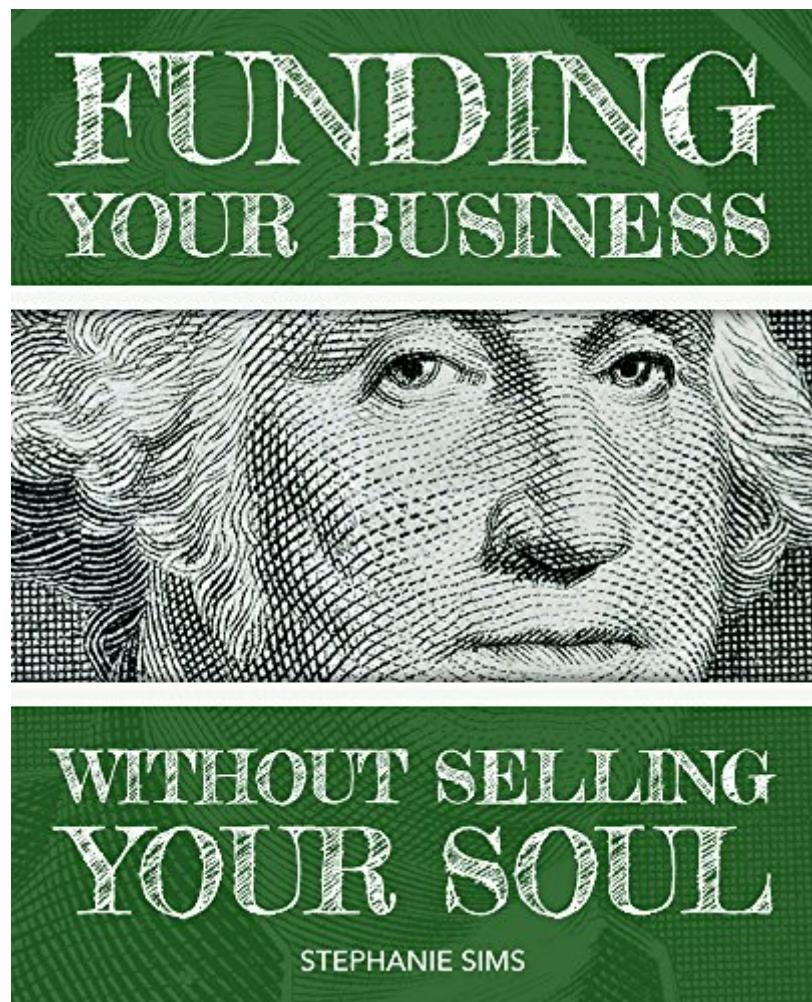


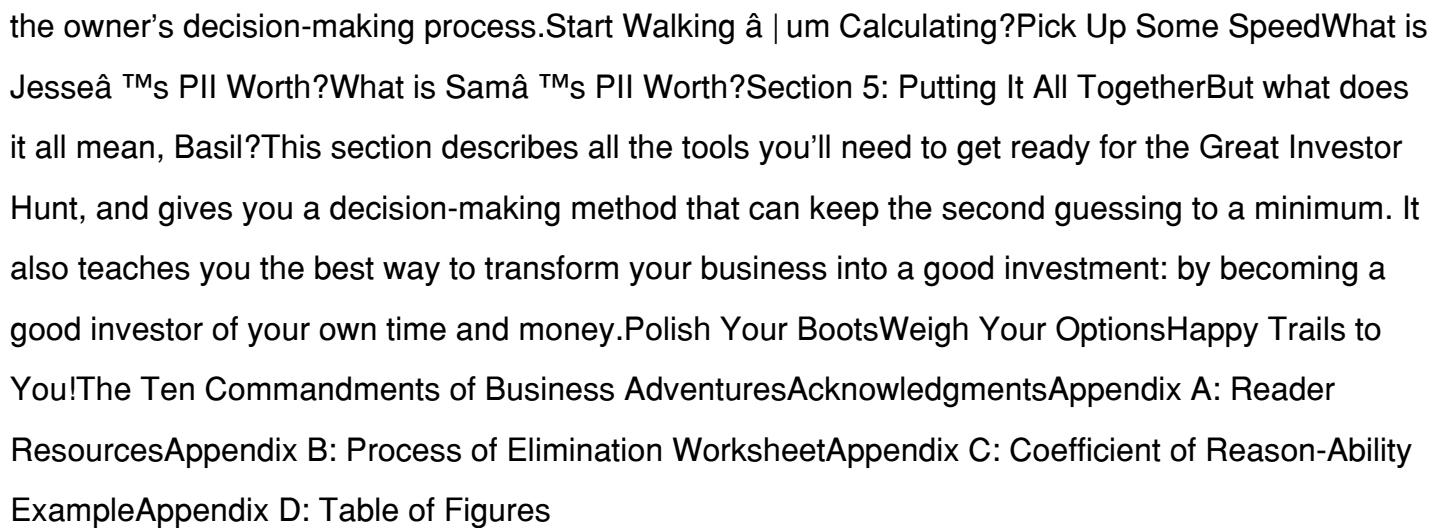
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# Funding Your Business Without Selling Your Soul



## Synopsis

Owning a business is always a gamble. But no one wants to bet their soul - especially when they're looking for funding. Too often, playing the funding game feels more like life and death than business as usual. This book will teach you how to stack the deck in your favor with three simple steps: *Know what you're worth*, *Know what the different types of money people (the Suits) want*, *Only look for funding at tables where you've got an amazing hand!* You'll learn how to make the most of the time you spend searching for funding by using every business owner's ace in the hole: The best way to attract funding is to build your business into a good investment. Instead of letting the funding search become a distraction, you'll learn which cards to play that will improve your Finance-Ability™ and grow your business at the same time. Because great gamblers only take risks they understand - "and they never bet more than they can afford." **CONTENTS** Preface Introduction **Section 1: Understand Where You Are Today** Get OFF the Train Bound for Nowhere! This section describes how to get ready for your funding search, by understanding your investors (YOU!), your worth (which is called your PII) and your numbers (yes, you'll have to actually look at numbers). It emphasizes the importance of keeping your business separate from your personal finances and getting past common mindset blocks when it comes to the numbers. Who's Your Biggest Investor? Got PII? Can You Whisper to Numbers? **Section 2: Bootstrapping for Beginners** Grab your boots This section describes the numerous methods for finding money while bootstrapping, including a few you may not have considered. It investigates increasing revenues, decreasing expenses and talks about using "free" money (grants and crowdfunding, for example). It also emphasizes the importance of ensuring that you carefully define which personal assets are off-limits when it comes to funding your business. Slap on Some Straps Add Fuel to the Fire Cut the Deadwood The Tax Man Taketh a Free • Money Identify Your Untouchables **Section 3: Working with the Pros** Meet the Suits This section describes the different types of funding, and gives you insight into the mindset of those who control the money - the Suits. You'll learn about the trade-off between risk and reward, and the role it plays in finding funding. You'll also meet the two broad categories of Suits - the Faint of Hearts and the High Rollers - and gain an understanding of the different ways they can provide funding. Why Are They SO Uptight? Get the Right Fit The Faint of Heart Suits The High Rollers **Section 4: Calculating Your Company's Value** Are you ready, boots? This section describes the valuation method most often used for funding: the discounted cash flow (DCF) method. It demonstrates how this method compares to the PII method described in Section 1. You'll learn how to translate the PII method into Suit language. You'll also see two examples of valuation calculations and the implications those valuations have on

the owner's decision-making process. Start Walking 

## **Book Information**

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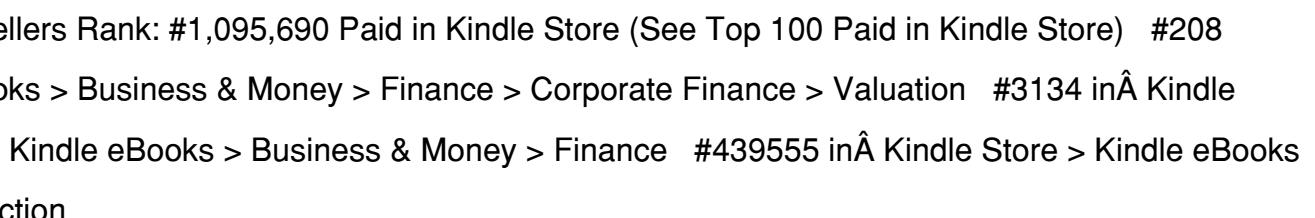
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## **Customer Reviews**

Have you ever wanted to do something and knew 

Stephanieâ™s book is a must read for every business owner. The groundwork - laid out clearly and in a useful way - makes this book a starting place to know whatâ™s necessary for you to learn for your situation. There is something for everyone - stories, examples, even checklists. My favs -

Chapters 9 and 11, ok - all of Section 3 (she even has a quiz to help you). It gives a chance to be honest, real, and decide what you want so that you can really use Section 4 to make shifts in strategy and vision that position you for the future NOW. Don't wait. Dig in. Get in the know. Stephanie is already in your corner.

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Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business)

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