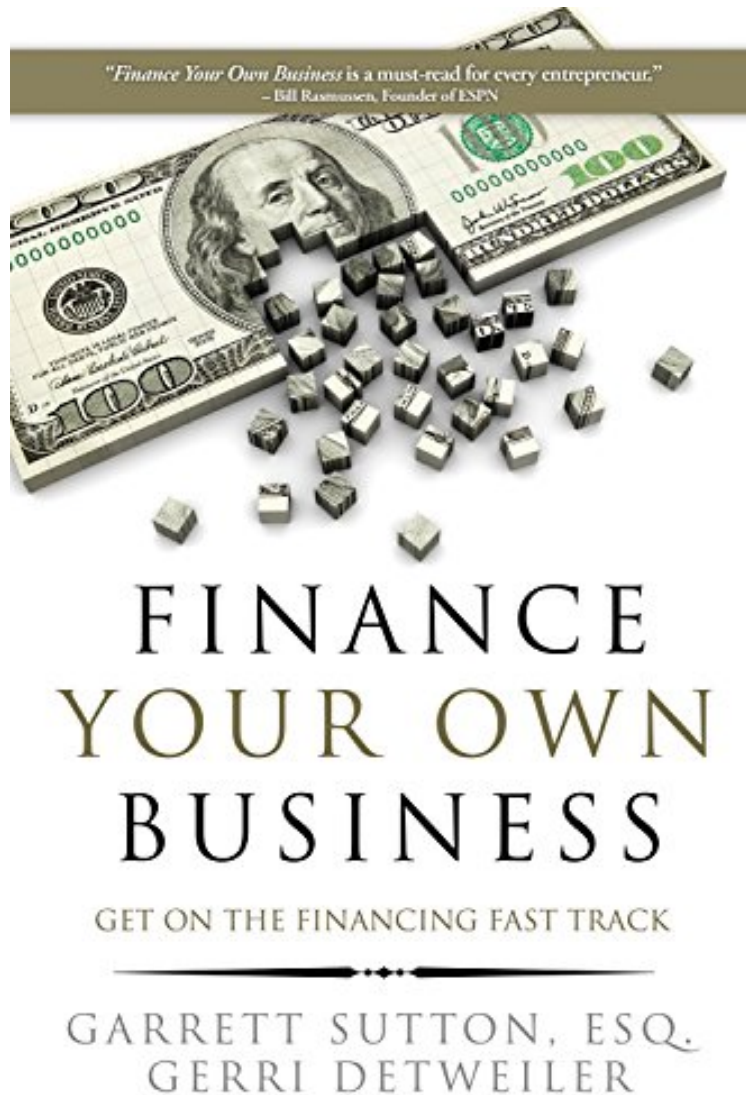


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Finance Your Own Business: Get on the Financing Fast Track

Garrett Sutton, Gerri Detweiler

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Garrett Sutton, Gerri Detweiler : Finance Your Own Business: Get on the Financing Fast Track before purchasing it in order to gage whether or not it would be worth my time, and all praised Finance Your Own Business: Get on the Financing Fast Track:

3 of 3 people found the following review helpful. Recommended Book for ANYONE Considering Starting a BusinessBy ShaneThis 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.

1 of 1 people found the following review helpful. Starting your own business and not sure what to do? This how-to guide is a must!

By Lizamiee Konkel
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. Garett 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.

0 of 0 people found the following review helpful. An excellent book on how to obtain financing for a small business start up or acquisition

By Roy Schwartz
I have found Finance Your Own Business by Garett Sutton and Gerri Detweiler to be an easy to follow guide on how to obtain financing for your small to medium sized business. I was impressed with authors' strategies and information on a variety of personal and business financing sources. They included using personal resources such as savings, home equity lines of credit and borrowing on your 401K; and business financing such as business credit cards, factoring, bank and credit union loans, SBA loans, and equipment leasing. All of which have their pros and cons. They provided recommendations on how to prepare a business loan application for typical lender requirements and the math behind financial ratios. I found the chapters on how to build business credit to be excellent, along with a detailed review of the business credit reporting agencies such as Dun and Bradstreet and Experian Business Credit. Importantly, Sutton differentiates the equity financing options between Angel and Venture capital and their advantages and disadvantages. The book is contemporary covering new and innovative financing methods such as crowd funding and peer to peer business lending. The authors provide guidance of the process of raising equity and securities laws and regulations for private placements. This information on proper corporate structuring and control is highly informative. I most liked the entertaining real life stories of the success and failures of entrepreneurs and the pitfalls to avoid. They chapter on scams provided a sober warning on what to avoid. The Appendixes include a useful due diligence checklist, a sample private placement memorandum template and a list of business and financing resources. As a professional financial adviser involved in many business ventures, I highly recommend this for those brave enough to start or acquire a

business.

Have Your Business Never Be Short of Credit! Fund Your Growth Easily. Learn the Financing Fast Track Strategies Used by Successful Entrepreneurs and Investors Finance Your Own Business: Get on the Financing Fast Track will help readers learn how to get funding for a business and build strong business credit ratings -- the right way. The authors cover these important aspects of business credit and finance: * How to obtain business credit cards and small business loans * How to easily build business credit * Finding unique financing strategies for your business * How to understand the opportunities--and pitfalls--of crowd funding Finance Your Own Business will teach: * The power of business credit * How to get an SBA loan * The secrets of micro lenders * How to prepare your own PPM * The risks of using retirement funds * Financing scams to avoid Bonus: The book's Business Credit Resource Guide provides you with valuable contacts to begin building your business credit.

2016 Axiom Business Book Award Recipient in the Category "Business Theory." "Prospective entrepreneurs and seasoned start-up veterans alike can benefit from the smart financing strategies detailed here." US of Books "Finance Your Own Business, Get on the Financing Fast Track' is a smart, easy-to-understand financial Bible for anyone looking to start and finance their own business." Pacific Book "An energetic, informative handbook for business owners." Kirkus From the Author Shortage of capital is the biggest challenge entrepreneurs said they face, and the most common reason they fail. This book is an absolute game changer because it teaches how to never be short of capital again. I saw countless entrepreneurs and investors run into this problem in my work as a corporate attorney. My companies Corporate Direct and Sutton Law Center have helped over 10,000 clients setup and maintain their businesses, real estate ventures and nonprofits. That's the reason I, Garrett Sutton, and Credit Expert Gerri Detweiler teamed up to write, Finance Your Own Business, a guide that will help you at any stage of your business whether you're a startup, or moving to the next stage of growth and credit-building. Gerri and I can't wait to hear what you think of the book, and if it has helped you. We would really appreciate it if you would share your thoughts by leaving a review. Thank you and here's to your success! About the Author Garrett Sutton is an attorney, best selling author and one of Robert Kiyosaki's Rich Dad Advisors. A clear and engaging writer, Garrett demystifies legal topics and presents them in an understandable and accessible manner. Garrett has over thirty years experience in assisting individuals and businesses to protect their assets and advance their financial goals. He wrote "Loopholes of Real Estate." "Start Your Own Corporation," "Run Your Own Corporation," and "The ABC's of Getting Out of Debt" among other titles. Garrett owns CorporateDirect.com. Robert Kiyosaki calls Garrett and Corporate Direct "the premiere source for asset protection strategies." Garrett attended Colorado College and the University of California at Berkeley, where he received a B.S. in Business Administration. He graduated with a J.D. from Hastings Law in San Francisco. He has appeared in the Wall Street Journal, the New York Times and is a frequent lecturer. For more info, please visit corporatedirect.com and sutlaw.com. Gerri Detweiler: As an expert on consumer credit issues, she has been interviewed for more than 3,000 news interviews including The Today Show, Dateline NBC, The New York Times, USA Today and Reader's Digest. She has testified before Congress. She was a featured speaker in an 18-city speaking tour. Gerri is the author or co-author of five other books: *Reduce Debt, Reduce Stress *Debt Collection Answers: How to Use Debt Collection Laws to Protect Your Rights *The Ultimate Credit Handbook (Money magazine listed it as one of the five best new personal finance books.) *Invest In Yourself: Six Secrets to a Rich Life *Slash Your Debt: Save Money Secure Your Future Gerri is Director of Consumer Education for Nav.com, one of the web's leading personal finance websites. She hosts a live weekly radio program Talk Credit Radio. Gerri holds a B.A. in International Business/Political Affairs from Taylor University, and an M.A. in Adult Education/ Psychology from Vermont College.