

BUSINESS FINANCING

10 Dos and Don'ts of Financing Your Small Business

- ✓ Don't Be Nearsighted
- ✓ Do Evaluate Your Finances Regularly
- ✓ Don't Borrow Too Early
- ✓ Do Borrow a Specific Amount
- ✓ Don't Obsess Over Your Interest Rate
- ✓ Do Prepare an Effective Elevator Pitch
- ✓ Don't Pay Money Back Too Quickly
- ✓ Do Play the Field
- ✓ Don't Be Late on a Single Payment
- ✓ Do Keep Your Business and Personal Finances Separate

Traditional and Non-Traditional Ways to Finance a Small Business

- ✓ There are plenty of ways to fund your small business startup
- ✓ The following list contains more than a few ways for you to access the money you will need to start and grow your business:
 - o Traditional Bank Loans
 - o Asset Relocation, AKA Selling Your Stuff
 - o Grants

- o Get a Job on the Side
- o PayPal Working Capital
- o Crowdfunding
- o Venture Capital Funding
- o Your 401K or Retirement Plan
- o Financing Your Business with Your Credit Cards
- o Family and Friends, Coworkers

Crowdfunding Companies

✓ The following companies are reputable and respected in the crowdfunding community:

- o Kickstarter
- o Fundable
- o Patreon
- o IndieGoGo
- o Crowdfunder
- o RocketHub
- o GoFundMe and GoGetFunding
- o PledgeMusic
- o Give and Charitable
- o AngelList
- o The Lending Club and Funding Club
- o CrowdCube