

## Financial Collection

### **Simply Finance™: A Guide for Small Business**

Nearly One Hour of Video

Small business owners' most difficult task is getting financing for their company. Often, the ability to get the right kind of financing can make or break a new venture. On this CD-ROM, Deaver Brown uses his 20 years of experience in starting up and running small businesses to illustrate the most effective use of your fund raising time. His fast paced, humorous style makes learning about financing fun. Included are examples of raising money from various sources, including: family and friends, "angels" (people with money looking to invest in something exciting), banks, and professional investors (venture capitalists).

**Contents:** Part I: The Fundamentals, 1. Seek Sources Closest to You: Family, Friends, and Peers, 2. Seek Sources Close to You: Customers, Vendors, Professionals & Peers, 3. Traditional Sources, 4. Corporate Partners: Examples of Success. Part II: The Skill Set-General, 4. Know Your Deal, 5. How Do You Give Them What They Want?, 6. The Customer Gold Mine: Use Their Ideas As Well As Their Orders, 7. The Customer As a Resource, 8. If These Approaches Work, Why Don't More People Use Them? Part III: More On Specific Skills and Knowledge, 9. Learning to Analyze the Problem, 10. Turn the Tables -- Consider from Their Point of View, 11. PMI Thinking. Part IV: Defining Who You Are by What You Are Not, Part V: Personality Traits and Presence: Be Nice; Be Firm; Listen Closely; and Give 'Em What They Want. Part VI: Learn Your Craft. Part VII: Strategy & Tactics of Raising Money. Part VIII: Hiring Finance People. Part IX: Reference Information. Part X: Bibliography.

**Videos:** #1: Seek Sources Closest To You, #2: Traditional Sources and When to Approach Them, #3: Sam Walton and "Know Your Deal.", #4: Money Raising Skill Set, #5: PMI Thinking, #6: Who You Are Not, #7: Personality Traits, #8: Learn the Craft of Finance, #9: Strategy and Tactics, #10: Strategic Selling, #11: Hiring Financial People, #12: Raising Money from an "Angel", #13: Raising Money from a Family Member, #14: Going to the Bank for Money, #15: Raising Money from the Professional Investor.

### **Simply Investment: Don't Lose Your Shirt on Wall Street**