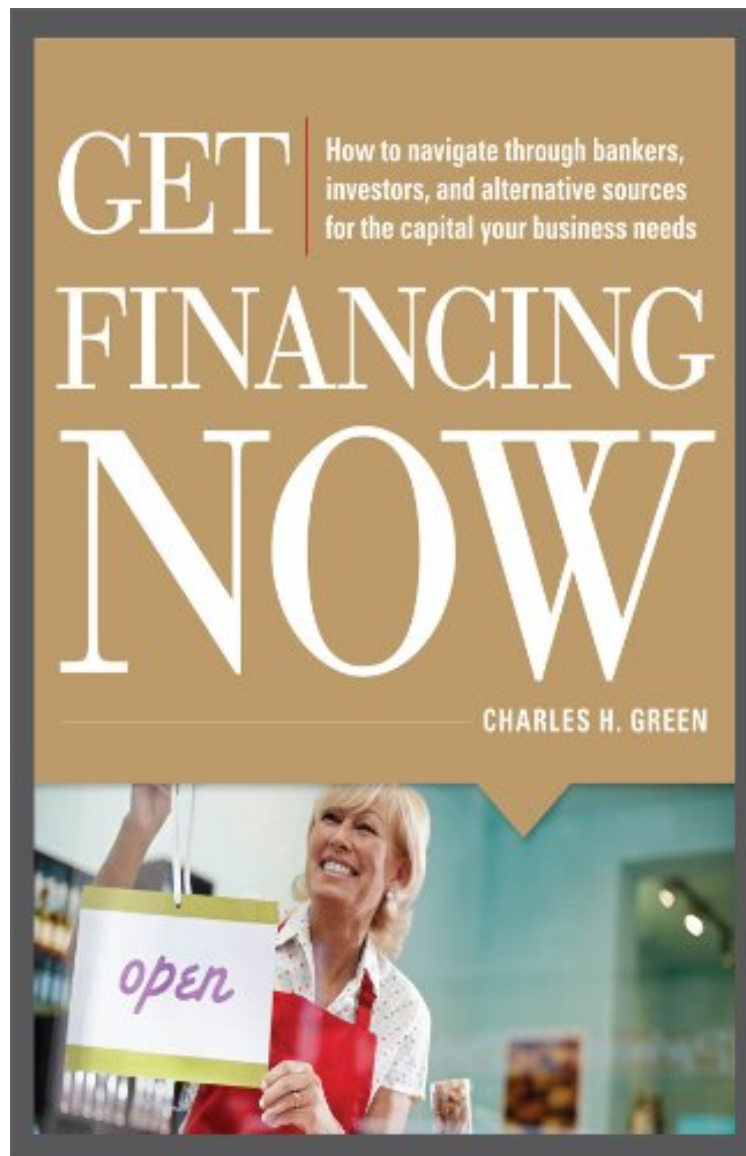


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Get Financing Now: How to Navigate Through Bankers, Investors, and Alternative Sources for the Capital Your Business Needs

Charles Green

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0 of 0 people found the following review helpful. A must read for all entrepreneurBy LKA great read for any new entrepreneur on what it takes to approach the different types of investors and financial institutions for financing.5 of 5 people found the following review helpful. Required Reading for New and Seasoned Business OwnersBy Joel QuinnBeing a long time business owner, entrepreneur, and general observer of business needs, my perspective on so-called "valuable" business books could be described as jaded. I have long since decided that whatever the current must read, trendy business book happens to be, it is often nothing more than trite phrases in chapter form packaged for the naive, new business person who will buy anything when searching for help. Most fail miserably in providing help. Some border on dangerous."Get Financing Now" by Charles H. Green provides true help in obtaining financing but it doesn't stop at telling the reader what to do. Much more importantly, in my opinion, are the explanations on what goes on in the background, i.e., the "why's". Honestly, a hard truth is that banks and other funding sources are time consuming to deal with but this book helps tremendously in relating the various pieces, e.g., assets, use of proceeds, collateral, etc. (and etc...). Who better to explain these interlocking elements than the author who has had a career as a banker and venture capitalist? And, I just looked at his venture SBFI ([...]) mentioned in the About notes at the end of the book. The author has experience and honest insight into the world of financing.This book's honesty is highlighted by a concept I don't recall reading in any small business financing book. The concept? Mr. Green's words are "Profitable Revenues Are Still The Best Financing". Many who wish to begin a business have the mistaken impression they can borrow their way to a business. Wrong. The core of a business is selling a profitable product or service in ever increasing amounts. All other success including obtaining financing will come after this basic pattern is established.I strongly recommend "Get Financing Now" by Charles H. Green.1 of 1 people found the following review helpful. Must read if you're seeking financingBy Barbara WeltmanIt's a new ballgame for raising capital these days, and Green's book explains the new realities for financing. The advice is sound and provided in an easily understandable way. It's well worth the reader's time.

"Every entrepreneur should read this book, ideally before they start their next business. The insights into finance and financial planning should help the entrepreneur not make many of the mistakes I did!" Jim Beach, Director of Education at The Entrepreneur School and author of School for Start-Ups "An exhaustive and invaluable resource for companies seeking funding at any stage of their life cycle." Donald J. Mullineaux, DuPont Chair in Banking and Financial Services, Gatton College of Business and Economics, University of Kentucky "Get Financing Now is a must for every entrepreneur starting a business or growing a business. . . . Although an easy and enjoyable read, the information and insight Charles Green provides isn't sugar coated. It is relevant and timely in today's economic challenging times. It seemed that every page had at least one 'golden nugget' that an entrepreneur could literally 'take to the bank.' Karen Rands, strategic advisor to entrepreneurs regarding access to capital and coordinator of an Atlanta based angel investor group "Charles Green's new book Get Financing Now is a real-world description of what small-business owners must know to fund startup or growth, and improves the probability for small-business owners to get the funding they need." Jerry Chautin, national business columnist, former entrepreneur, SCORE business mentor and SBA's 2006 national Journalist of the Year "Charles Green is a change agent for entrepreneurs in the field of acquiring financing and capital. He has written the premier guide to help entrepreneurs through the changes needed to acquire capital in the new marketplace thrust upon us by the great recession. I highly recommend Get Financing Now." Larry Tyler, author of Romancing the Loan "A fantastic read! To the point and explains business terms for laymen—helps grasping the concept easily. Love it!" Colethea Jenkins, Build Grow and Enjoy

About the AuthorCharles H. Green is the executive director of Small Business Finance Institute, and principal of Charles Green Company. He is an advisor for small business owners on solving critical financing issues and helping them obtain the financing they need. In addition he also assists bankers on how to attract strong loan prospects. He often is quoted on business financing and has appeared on CNN, NBC, CBS, Business Week, Entrepreneur Inc., Success, Fortune Small Business and more.