



This Small Business Start-Up kit has three ebooks on one CD!

User-friendly and loaded with tips, **The Small Business Start-up Kit** shows you how to launch a business quickly, easily, and with confidence.



Covers all aspects of starting a business from raising business capital to marketing without spending a fortune.

Small Business Start-Up Kit

- The user-friendly guide to launching your venture quickly, easily, and legally
 - Choose the best business structure
 - Create a solid business plan
 - File local, state, & federal forms
 - Keep the records you need
 - Market your business online

Marketing without Advertising

- High-impact, low-cost marketing strategies that will help you:
 - Attract new customers
 - Provide great service
 - “Spread the word”
 - Plan marketing events
 - Use the Web ethically & effectively

Investors in your Backyard

- How to raise business capital from the people you know:
 - Provides information & documents needed
 - Step-by-step instructions on how to raise capital
 - Create paperwork to formalize the deal



*Windows® & Macintosh Compatible

Small Business Startup Kit on CD

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Marketing without Advertising

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- Do you “Tell Them Yourself”?
- How Customers can Evaluate your Business
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- Designing Direct Marketing Events
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Investors in Your Backyard

Getting the Most From This CD

- A. Who Can Access This Kind of Financing
- B. Deciding Which Parts of This Book to Read

1. Readyng Your Business to Attract Private Financing

- A. Financing Options for Your Start-Up Business
- B. How Your Business’s Legal Structure Can Advance—or Hold Back—Your Fundraising

2. What's in It for Both Entrepreneur and Investor?

- A. What's in It for You, the Entrepreneur?
- B. What's in It for Your Investor?
- C. Mixing Money and Relationships Can Work

3. Your Financing Choices: Gifts, Loans, and Equity Investments

- A. Basic Setup and Handling of a Gift
- B. Basic Setup and Handling of a Loan
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- D. Choosing Between Loan and Equity Capital
- E. Tax Implications of Your Choice of Capital

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- B. Evaluating Each Prospect

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- C. Dividing Up Your Request Among Prospects

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- A. Deciding Your Loan Terms
- B. Drafting Your Loan Request Letter

7. Making the "Kitchen Table Pitch"

- A. Planning How You'll Approach Your Prospective Lender
- B. Making a Compelling Pitch
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- D. After Your Prospect Says "Yes" (or "Maybe")
- E. After Your Prospect Says "No"

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- B. How to Ask for Equity Capital
- C. Additional Steps That Professional Equity Investors May Request

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- B. Preparing a Gift Letter
- C. Formalizing a Loan With a Promissory Note
- D. Participating in the Preparation of the Stock Purchase Agreement
- E. How to Close the Deal

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- Recurring Costs Worksheet
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- Promissory Note (for an amortized loan)
- Promissory Note (for a graduated loan)
- Promissory Note (for a seasonal loan)
- Promissory Note (for an interest-only loan)
- Promissory Note Modifications for a Loan to a Business
- Promissory Note Modifications for Signature by Notary Public
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- UCC Financing Statement
- Loan Log

2. Online Small-Business Resources

- A. Business Planning Resources
- B. Loan Resources
- C. Equity Resources

3. Sample Equity Investing Documents

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