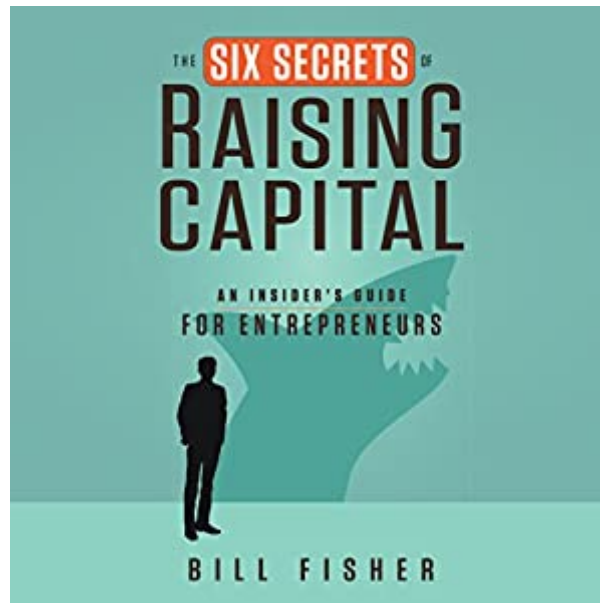




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The Six Secrets Of Raising Capital: An Insider's Guide For Entrepreneurs



Synopsis

Based on Bill Fisher's three-day seminars that regularly sell out all over the world, this audiobook offers the kind of capital-raising street smarts no entrepreneur can do without. As a banker in Silicon Valley in the '80s and a businessman who founded a number of successful companies beginning in the '90s, Fisher has seen firsthand the kind of rookie mistakes aspiring entrepreneurs make that end up stopping them before they have a chance to get started. Fisher looks at six traditional steps in the capital-raising process and digs beneath the surface to expose subtle but critical aspects of each - knowledge that, until now, could come only with experience. For example, entrepreneurs believe that great business ideas get funded. Not true - just look at the failure rates of venture-backed companies. Great business stories get funded, and all great business stories have a similar construction and shape. And of course the entrepreneur needs an investor, but each investor comes with his or her own personality issues. You need the right match for long-term success, not just whoever is waving the biggest check - a temptation that is easy for cash-strapped entrepreneurs to succumb to. Having this book is like going into your investor meetings with a trusted advisor who knows all the ins and outs of raising capital.

Book Information

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Customer Reviews

This book is for anyone who is looking to raise venture money for their business. As a person who successfully raised venture money many years ago I could not help but repeating to myself how true

the things Bill was saying. In many cases chuckling to myself when Bill points out facts that are only known to someone who has gone through it all. Bill gives a lot of specifics lacking with so many books and not only explains what to do, but explains why. There is a lot more I could write in support of this book. There was still things I learned even having gone through the experience myself. My only negative comment is I wish Bill wrote more.

I was given this book in the midst of starting my own business when I was feeling overwhelmed about the entire process. I read the book from start to finish in one sitting and it proved to be incredibly insightful, helpful and encouraging. It was as if Fisher was in my shoes, thinking my thoughts and providing objective feedback. I can confidently say that the take-aways from this book provided me with the needed guidance to make smart business decisions that otherwise would have likely been rookie first-year mistakes. I recommend this book to anyone who is looking for a quick lesson in business savviness.

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