

# Free Business Plan Guide

## Part 4 of 4

By Mike Elia CPA, MBA

Author of [\*Business Plan Secrets Revealed!\*](#)

Today we'll discuss:

Finding Investors and Cultivating Relationships

but these lists can go stale after about a year.

3) Create your own list off the Web

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### **Part 4 - Finding Investors and Cultivating Relationships**

A lot of people ask, "How do you find investors?"

The truth is that unless you have a rich aunt or uncle, developing a list of prospective investors will be most challenging.

Here are a few ways to develop your list.

1) Use a consulting firm

With this approach, you can often gain access to very senior level skills and experience that can save you the trouble of finding the most current contact information for Angel Investors or Venture Capitalists and help you build your business.

2) Buy an investor database

You can get a list in printed or electronic form. This seems like a cost-effective solution because you pay once for something you can use over and over,

This costs nothing, but it will take you a long time and probably frustrate the Dickens out of you. Search for online venture capital and financing directories using your Web browser. Once you find a site, you'll have to click around to find a listing and then click through to get to the actual Web site of the funding source.

4) Use resources at the public library

The library probably has one or more financing directories, and if you are targeting a very specific type of investor, this may be an important bit of research for you, because printed directories often contain sources that don't show up in an on-line search. The only real drawback is that most of these directories can't be checked out.

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How to write a Money Raising, Investor Captivating business plan –even if you've never prepared a business plan before!

[\*Business Plan Secrets Revealed!\*](#)

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No matter how you gather your contacts, you can save yourself lots of time and hassle if you use a database or address management system. This can be your computer address book or any other customer relationship management (CRM) software.

A word of caution: Whatever you do, please don't just get a list and start mailing. Do some research; go to the investor's Web site; don't assume that just because someone is listed as an "investor" that they're interested in your business. Check to be sure they invest in your type of industry, at the stage your business is in, that the names are current, and so on. Otherwise, don't waste the postage.

And, don't make the mistake of thinking that e-mail is the best route to take because it's free and easy for you. I know several investors, usually more senior ones, who don't even use a computer.

Two of the most often overlooked ways of getting your word out include press releases and creating your own investor relations Web-page.

But before you jump into either of these be sure you consult your attorney for proper advice about what you can say and when you can say it.

One last thing you need to do before you go face-to-face with investors or prospective investors, is to prepare an "Elevator Pitch."

An elevator pitch is a 60-second, to-the-point verbal pitch for your business. Of course it's unlikely you'll give it in an elevator, but the ability to separate your

business from your competitors and get an investor's interest in the short time it takes to ride up an elevator is invaluable.

Four points to remember when preparing and delivering your pitch:

1. Open with a point that gets attention.
2. Short and clear holds attention.
3. Say it with passion and excitement.
4. Finish with a call to action.

Remember, whenever you're talking with investors that they are interviewing you. They're main purpose is to see if you and your business are a fit with their investment criteria and risk level. You only get to interview them if they want to go forward with you.

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Click on the link below to read the excerpt from the full-length Business Plan Secrets Revealed manual on face-to-face meetings with investors:

[The Business Investor Pitch](#)

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By now I'm sure you can see that raising money to start or expand a business is a process.

Follow the steps I've covered these past few days, and you'll be successful a lot faster.

Well that wraps up the Business Plan Secrets Revealed 4-Part Mini-Course for now. But don't worry...

You'll keep getting the best business plan advice, funding tips, and tools for a long time to come through your free

subscription to "The Capital Minute" e-zine. It goes out monthly and only takes a minute to read.

Finally, please take a moment to give me your feedback on this mini-course, just a one or two line email is all I ask (of course you're welcome to write more if you'd like). Here's the address:

[mini-course@business-plan-secrets-revealed.com](mailto:mini-course@business-plan-secrets-revealed.com)

As always, feel free to forward this report to fellow business owners and entrepreneurs.

If you have received a forwarded copy - you can get the complete report here:

[Free Business Plan Guide](#)

All the best,

A handwritten signature in black ink that reads "Mike Elia". The signature is written in a cursive, flowing style.

Mike Elia  
[melia@business-plan-secrets-revealed.com](mailto:melia@business-plan-secrets-revealed.com)