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Linda Daichendt

Marketing / Operations Consultant; specializing in start-ups, small & mid-sized businesses

Linda is seeking businesses to assist in the areas of Marketing, Operations, HR & Strategic Planning
1 day ago [Edit]



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Alexander Swanson
CEO/Chief Business Development Officer at MSG Funding Consultants
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How To Find Investors

Information is the chief ingredient in connecting with investors to raise any amount of capital and flourish any business. However, before you embark on your finding an investor campaign, you should first know the kind of investor you are looking for. Are you seeking an angel, VC, or corporate investor? The answer to this question lies in the investment amount you are seeking. Are you seeking a long term or short-term investment? This is important as it speaks to investor equity dilution, which only one set of investor will tolerate. Knowing the answer to this and similar questions will help you identify the category of investors that is right for you. After identifying your ideal category of investors, you will now need to find investors in that category that specialize in your industry and your business cycle stage.

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Alexander Swanson
CEO/Chief Business Development Officer at MSG Funding Consultants

There are several ways to find your ideal investor. One such way, which is costly but extremely effective, is to buy a specialized Investor List (Cheat Sheet). This is how the professionals do it in order to earn their finders fee quickly. A Cheat Sheet may cost you \$50 per entry with a 30-entry minimum, but it is worth its weight in gold. Each entry will list a qualified and accredited investor's name, address, telephone (if they are not on the do not call list), investment hemisphere, region, country, industry, specialty, frequency, average investment amount, among other information. The information the Cheat Sheet contains makes it priceless to every placement agent, finder, and broker. Another, and far less expense and effective, way to find your ideal investor, is to pay attention to the local, national, and international business publications to know when other companies are funded and who fund them.

Regardless of the method used to obtain investor information, you should now have a potential investor in sight. Get to know him before you make your approach. See whom he knows and if you know them. Use your network, as this is the first step in developing a connection. Also, try business networking sites and professional networking events to see if you and your potential investor have any friends or colleagues in common. If you have no connections in common with your potential investor and cannot establish one, then try cold calling him at his office with the aim of developing a quick rapport and friendship. Now, if this works, you have a friend on the inside, this should get you started.

To obtain a specialized Investor List call (206) 203-5447 or email service@msgfund.co.cc

Alexander Swanson is an accredited Angel Investor and the CEO of MSG Funding Consultants. You can contact him at Alexander.swanson@msgfund.co.cc

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