

A guide to getting money for your business.

How I went from \$0 Business Credit to over \$300,000

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ONE WOMAN'S PERSONAL STORY

*A step by step guide
to getting the money you
need for your business*



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Starting from scratch

I remember it as clearly as today. It was a cold winter evening in January 2005 when the idea hit me like a ray of light penetrating the dark skies.

I was at a friend's house for a very brief visit; the idea had come from her. By the time I walked about seven blocks back to my home, I knew I was going to start a business working from home. My step picked up as I affirmed to no one in particular or perhaps to everyone: "I am going to start my own business!" I also realized that I would be working from my own home and therefore needed to arrange my life accordingly.

My thoughts when I awoke the next morning were well ahead of me. I had visions of customers lined up on the internet anxious to purchase my product. I pictured me carting tons of money to the bank or overloading my PayPal account. All of this was fun; even a dyed in the wool New Yorker can see a rainbow once in a while. Thus I made it through the day by putting my big dreams aside as I answered the telephone in my soon-to- be-history day job.

Of course, my dreams were at this point very private. Anyone seeing the enormous smile on my face probably thought I was thinking about an exciting evening out on the town. New Yorkers like that type of entertainment, followed by a show. We attend the first nighters and still go out in spite of the variety of programs on television.

My experience with raising finances for my business has completely reshaped my outlook on life. It was a journey through unknown waters with many rocks, rapids and periods of drought. Sometimes the current carried me along and at other times I had to paddle like hell just to stay afloat. The good news is that I didn't drown! I would like through this book to offer you a life jacket in the form of my experiences. Truly, each of us has our stopping point. You know, that "last straw" moment when you want to just "throw in the towel." I have experienced those moments and I have pushed hard and traveled through them.

Please read on and gather strength from my encounters with red tape, unanswered questions, and dead ends.

Along the way you may stop and ask yourself; “Is it worth it?” Or, Do I really need business credit? If you do not have a definite affirmative answer to that question, this is the time to put our book down. True entrepreneurs have a need to be independent and will overcome any obstacle to achieve their success. History is filled with stories of the ones who failed and began again. Rarely do you read about the ones who gave up. I didn’t; will you?

Because you will be tested and your will must be forged in iron! Owning your own business is not for the weak, indecisive, or faint of heart. It is the hardest work you will ever do, but also the most rewarding and satisfying. And if you think it is risky and insecure owning your own business, then I invite you to observe the unemployment lines filled with those who thought they had secure life-long corporate jobs.

I have worked at numerous jobs over the years, from secretarial and customer service to collections. Little did I realize that these positions and my present one at the time (telephone sales rep) were simply providing me with the experience I needed to become Executive Director of my company. They were a part of a business plan I had not even conceived yet. Talk about being prepared, I had spent years in training, sort of on bivouac, for this major achievement.

Every job you have, including volunteer work and managing your home and family life, adds to your base of knowledge and experience. It is all valuable. Making your family budget, doing your personal taxes, balancing your check book, arranging travel, organizing tasks, are all skills that translate into the business world. Don't diminish your experience or downplay your skills.

In August of 2005 I became incorporated and received my documents in the mail. That very same month I handed in my resignation letter to my boss. Even without a hat to toss up in the air, I felt much like Mary Tyler Moore in her sitcom days, cheering myself on. "You're gonna make it girl!"

Honestly, I had always thought that I would one day resign with the presentation of silver ear phones at least. But, I got a pizza party instead.

Initially, I had anticipated that my business would be up and running in about three or four months after quitting my job, which turned out to be a too rosy scenario. Several months passed by and I was still working on my business plan. It took me much longer to get launched than I had anticipated. Getting that ship in the water required getting my feet wet. I needed a navigation chart, wind in my sails, and I wanted a life boat or two on my journey. But it was turning out to be choppy waters than I had predicted.

Since that was the case, about six months after quitting my job, I went searching and eventually found consulting work. For me, it was perfect, with no long term commitments and I could leave that job whenever I wanted.

My ultimate aim was to work full time in my own business.

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