

Private Placement Memorandum and OTCBB: Get More Investors Than You Can Handle, Easily

If you are trying to raise capital with a PPM or public entity like OTCBB you need to understand the mind of the investor. After the business plan sells the investor on the business concept you need to sell them on you and your executive staff. You need to stack your executive positions with professionals with a proven track record of success and possess a solid reputation in the industry. You must paint the picture for investors that your business is run by the who's who in your industry and this pedigree is demonstrated by your education, degree, grades in college, professional organizations of which you have been and are currently a member, advisory board positions with other corporate organizations, a track record of setting up and maintaining strategic alliances, networking contacts and more.

When an investor looks at your human resource list on your PPM, business plan or public offering docs it needs to scream power, authority and confidence. Each individual that you place on your advisory board must have a massive contribution other than 'advice'. Advisors should be able to prove their ability to assist in crucial decisions, connect your company with strategic partners and help you get to the next level.

Your legal counsel and CPA should be well known organizations with a long list of successful, well known organizations on their client roster and they should have a lot more to offer your company than just their fee based services. Again, these organizations should be able to set you up with partnerships that will help grow your business. As far as corporate awareness you must include a publicist. The publicist that you choose must be well versed in their comprehension of your industry genre.

They must be able to take your company and get you in front of the proper audience that is conducive to enhancing your growth potential. They must be able to demonstrate their knowledge of viral online marketing as well as traditional means of radio, TV and article promotion. They should be able to reach into their contact list and set you up with one interview after another targeting your specific audience.

These are just a few things to take into consideration when you jump on the fund raising trail. Every individual you have listed on your docs must be able to pass due diligence and have the appeal that reaches into the 'comfort' zone portion of the investor's mind.

About the Author

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