

Setting Angel Snares

By TY FREYVOGEL

Ten Tips for Appealing to Angel Investors

(0) Comments posted.
Post your comment.

You have 10 free articles left.

» Page 1 of 2

IF YOU ARE READY to start your own business, but need additional funding to get it going, an angel could be the answer. You can easily find your own investors if you know how to approach them and sell your ideas..

1 Perfect your pitch. The pitch is the product or business idea that you will present to your potential angel. It needs to be powerful and convincing.

The big picture is bigger than the product. When you pitch your idea, remember that your product or idea is not as important as the background work you've done. Think about the strengths of your work team and any marketing information you may have already collected.

2 The big picture is bigger than the product.

3 Keep your pitch plainspoken and dynamic. **Keep your pitch plainspoken and dynamic.** You want your pitch to briefly explain the product or your company idea. Don't lie or exaggerate. If you are not a good speaker, bring a member of your future team who is a people person.

Remember that angels invest in people more than ideas. Improve yourself. Investors will be more likely to invest in energetic, friendly people. So if you are not a likeable person, become one...now. You will be much better equipped to woo potential angels.

4 Remember that angels invest in people more than ideas.

5 Confidently approach angels with the assumption that they want to help you. **Confidently approach angels with the assumption that they want to help you.** Most angels take personal satisfaction from helping new business owners make their own dreams come true. So don't worry. You are not imposing on an investor by asking for money. They really do want to help.

Know which angels are appropriate for your company. Some angels make it a rule to only fund start-ups, while others prefer to help companies that are already established. Ask around. Do your homework. And don't try to fit a square peg into a round hole.

6 Know which angels are appropriate for your company.

7 Pony up the dough. Angels will expect you to put up some of your own net worth (the going rate is about 20%) toward your business before they contribute.

Stay in your own backyard. Seek out investors who live within driving distance of you. Your angel should feel free to check on you at any time.

8 stay in your own backyard.

Setting Angel Snares

(0) Comments posted.
Post your comment.

You have 10 free articles left.

» Page 2 of 2

9 Look for risk takers and "live it up" types. Angels generally enjoy taking risks. So if you meet someone who just went on a month-long tour of Nepal or rode along on an African Safari, keep him in mind as someone who may be willing to throw a little extravagance your way.

10 If you don't desperately need an investment, you are more likely to get one. Create a steady customer base and stay current on all of your bills and your prospective angel will be impressed by your independent progress.

Remember above all that angels are people too. Don't be intimidated by them. Just be prepared and approach them with enthusiasm. Most of all, know that they want to help you. Set your snares well and go catch an angel of your very own.//

Ty Freyvogel

authors@americanventuremagazine.com



Ty Freyvogel is a visionary entrepreneur who has launched and grown numerous successful small businesses over the course of a 35-year career. Ty's consulting firm, Freyvogel Communications serves the telecommunications needs of fortune 500 and mid-sized businesses. He is also the author of It's Not Your Smarts, It's Your Schmooze and Seize the Century!, as well as an advice guru on his new website <http://www.EntrepreneursLab.com>. Ty has founded or transformed more than a dozen small and million-dollar enterprises over the course of his career. Today, Ty is an active "Angel Investor," working with local groups to locate and invest in burgeoning small businesses and funding highly leveraged transactions. Ty is a dynamic public speaker, who is renowned for his lively and informative speeches that never fail to leave audiences inspired and entertained

Articles published by this author:

Setting Angel Snares - Ty Freyvogel

Ten Tips for Appealing to Angel Investors