



Tiffany C. Wright

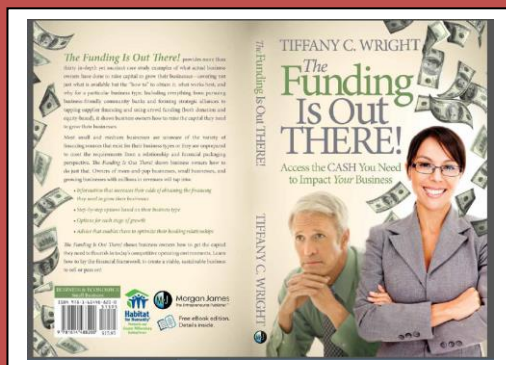
author
of Solving the Capital Equation

author of

The Funding Is Out There!

Access the Cash You Need to Impact Your Business

speaker & expert



ON-AIR BIOGRAPHY

She's helped numerous small and medium businesses find funding for a variety of purposes from many sources, but today Tiffany C. Wright will talk to us about how you, too, can generate the business financing you need to grow and achieve your business goals.

She's the author of the book, *The Funding Is Out There! Access the Cash You Need to Impact Your Business*. Whether you've got a \$300,000 transportation business, a \$20 million business services company, or are an aspiring entrepreneur considering your options – Tiffany C. Wright has the information and strategies for getting your business needs financed.

FULL PROFESSIONAL BIOGRAPHY

A 22-year veteran of the profit-driving side of the business, Tiffany C. Wright is unique among experts. *After more than twenty years as an engineer, financial manager, owner and CFO/COO, Tiffany understands firsthand the challenges small and medium businesses face.* She's actually strategized and executed funding and financing plans that have helped multiple small and medium businesses obtain funding or financing in amounts ranging from \$100,000 to \$6.5 million. She has worked with private equity firms, large commercial banks, community banks, equipment lenders, angel investors, venture capitalists, equipment lenders, accounts receivable financing firms, and a wide array of other lenders and investors to obtain financing for her clients and companies she worked for. She has also helped bring these lenders and investors together with small and medium business owners to and help owners understand the who, what, why, and how to access the funding they needed.

Today, she's the author of *The Funding Is Out There! Access the Cash You Need to Impact Your Business* from Morgan James Publishing. As well, she's the author of *Solving the Capital Equation: Financing Solutions for Small Businesses*, available on Amazon.

Achieving a high performing, well run, small or medium business is impossible without an effective strategy, efficient operations and sufficient financing. Identifying and tapping into resources helps make all this possible. Failure to differentiate in a competitive market, successfully implement a strategy, track and understand company financials, or pursue funding before it becomes critical can cause costly business mistakes, poor employee morale and serious cash flow issues. Tiffany understands this all too well and provides her audience with insights and tools to address these.

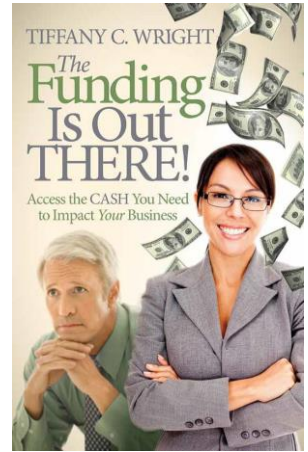
Tiffany speaks annually to business owners, entrepreneurs, aspiring entrepreneurs, and industry association members on managing a business, cash flow management, and obtaining funding. Tiffany's articles has been widely published on Chron.com (Houston Chronicle), AZ Central Small Business, Technorati, and Zacks.com (Zacks Investment Research). She's also been featured in the *Detroit Free Press* and *Triangle Business Journal*. and quoted in *Inc.*, *Baltimore City Paper*, *Examiner* and other newspapers and periodicals.

Ms. Wright currently splits her time between Atlanta, Georgia and Tallmadge, Ohio.

SYNOPSIS OF THE BOOK, *THE FUNDING IS OUT THERE!*

You've spent time, money, and effort to get your business where it is today. You've hired employees, established outsource relationships, developed products or services, marketed, sold, and delivered.

Along the way—perhaps without realizing it—you've been building a valuable, marketable asset – your business. Assets such as your relationships with suppliers, your customer list, your industry insights and acumen, your service delivery, your key employees, your sales force . . . and everything else that affect your business are all components. To maximize your asset, you need cash flow, funding, or both.



The Funding Is Out There! provides more than 30 in-depth yet succinct case study examples of what actual business owners have done to raise capital to grow their businesses - covering not just what is available but the “**how to**” to obtain it, what works best, and why for a particular business type. Including everything from pursuing business-friendly community banks and forming strategic alliances to tapping supplier financing and using crowd funding (both donation and equity-based), it shows business owners how to raise the capital they need to grow their businesses.

Most small and medium businesses are unaware of the variety of financing sources that exist for their business types or they are unprepared to meet the requirements from a relationship and financial packaging perspective. *The Funding Is Out There!* shows business owners how to do just that. Owners of mom and pop businesses, small businesses, and growing businesses with millions in revenues will tap into:

- Information that increases their odds of obtaining the financing they need to grow their businesses
- Step-by-step options based on their business type
- Options for each stage of growth
- Advice that enables them to optimize their banking relationships

The Funding Is Out There! shows business owners how to get the capital they need to flourish in today's competitive operating environments. Learn how to lay the financial framework to create a viable, sustainable business to sell or pass on!

SOUNDBITES ABOUT THE FUNDING IS OUT THERE!

- According to research published by the Federal Reserve Bank of Cleveland in August 2013, “the fraction of nonfarm, nonresidential loans of less than \$1 million—a common proxy for small business lending—has declined steadily since 1998, dropping from 51 percent to 29 percent.” This is due to a combination of factors but bodes poorly for all those business owners who primarily think of bank loans when they think of business funding. *The Funding Is Out There!* helps change that by arming business owners with options and the insights to pursue those options.
- Millions of people start new businesses, and studies show an increasing percentage of these new business owners will be women. In the U.S., these new entrepreneurs will join an already thriving market of 10 million small businesses and 15 million solo entrepreneurs — the vast majority of which need financing.
- “In advising small and medium business owners, I realized that many SMB owners hit the business financing wall because they did not: 1) know of the myriad sources of financing available; 2) understand which type or source of financing best fit their businesses (stage, industry, and needs); 3) know how to package and present the business to best suit the funding source; or 4) a combination of all of these. *The Funding Is Out There!* explains all of this.”
- You don’t require a traditional business to use *The Funding Is Out There!* —You can use these strategies with an internet-based business, virtually run business, or combination thereof. There are options and financing sources for all business types.
- *The Funding Is Out There!* details over 30 case studies and examples — in easy to understand, everyday language.
- Tiffany C. Wright tells you how to identify and tap into options you may not have considered to obtain the funding or the actual goods and services your business needs —suppliers, strategic partnerships, co-marketing arrangements, joint ventures, customers, strategic investors, barter / swaps, and much more.
- According to a survey conducted by the National Small Business Association (NSBA), “Small businesses have struggled to find reasonable, affordable capital.” With millions of small businesses in the country driving over half the sales in the United States, it's more important than ever for small businesses to find the capital they need to survive.
- Once you read *The Funding Is Out There* and identify the financing sources that exist, there are a series of questions in the later chapters that help you identify the best financing option for your business’ particular industry, stage of growth, and growth plans. Use these to decide which financing source(s) to pursue then return to the description to determine how to package your business. Each financing type has different needs and wants.

THE FUNDING IS OUT THERE! SHOW IDEAS TO ENGAGE YOUR LISTENERS & VIEWERS

I'm Frustrated! Investors All Seem to Want Something Different. What Can I Do To Get One or More of Them to Commit?

I'm Desperate! What Can Business Owners Do to Access Cash or Funding in the Next 10 Days?

Do You Know Your Company's Current Cash Flow? Here's How to (Fairly) Quickly Determine if Your Company Has Good Operational Cash Flow...or Needs to Arrange Financing Soon...

Baby Boomers with Decent-Sized 401Ks: How to Access These Funds for My Business with Minimal or No Penalties

Bartering. Is it Legitimate and How Does It Work?

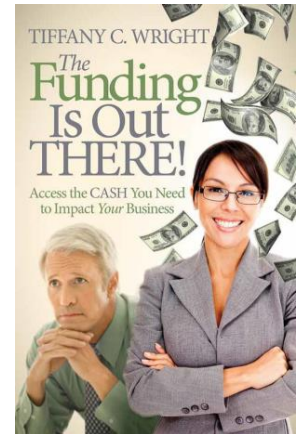
How Can I Leverage Accounts Receivables to Get Financing? To Increase My Company's Cash Flow?

On-Air Diagnosis: What's Not Working with My Business Loan Application... (call-ins)

On-Air Advice: My Business Was Denied a Bank Loan...How Can I Obtain Financing? (call-ins)

INTERVIEW QUESTIONS

To schedule an interview with Tiffany C. Wright, please call Trevor Wright at (404) 642-0509. Trevor can also provide a mobile phone number for your producer to reach Tiffany before your scheduled on-air interview.



1. Why write a book called *The Funding Is Out There!*? Why do we need a book that focuses on small business funding?
2. What inspired you to write this book?
3. How do you determine which funding strategies to use for any small or medium business you work with?
4. Let's say someone is a consultant or a solo entrepreneur, they don't have any employees, but they need funding. What can they do?
5. What advice would you give a fellow business owner who is struggling?
6. What are some of the traditional sources of financing? What are some of the nontraditional sources?
7. include a lot of case studies and examples, sample executive summaries, and investor profiles in *The Funding Is Out There!*, but not everyone can craft high quality financial statements or summary documents like you can Tiffany. What can everyday folks do if they don't have the training to create the financial statements and supporting narrative documents needed to bring in financing?
8. How can business owners be "resourceful" in order to grow their business?
9. Some business owners don't want to exert the personal effort to obtain funding. What can they do to access the cash their businesses need?
10. I know some listeners out there are really desperate for cash right now. But they're thinking, *Wow, I'd have to figure out which funding source to pick, how to pursue them and so on. By then, I could be in serious trouble.* What can a business owner do today if he or she is really strapped for cash?
11. We've been speaking with Tiffany C. Wright, author of the new book *The Funding Is Out There! Access the Cash You Need to Impact Your Business*, available for pre-sale now, in eBook form on Amazon in August, and in bookstores and libraries in October. Tiffany's website is www.TheFundingIsOutThere.com. Tiffany, how can our listeners get the free giveaways you talked about?

LOOK WHO'S TALKING TO & ABOUT TIFFANY C. WRIGHT...

Bottlenecks are often a clue that something needs to be addressed. You may need more employees, better systems, outsourcing partners, automation or other solutions to support growth and keep operations running well.

Tiffany's quote in **Inc.com**
[Article: 6 Essentials for Building a Scalable Business](#)

Your business can operate indefinitely--i.e., for years--if you structure it in such a manner that you have positive operational cash flow, even if you operate at a net loss.
"Focus on weekly cash flow at least 12 weeks out, and determine major cash needs to support growth or infrastructure--things like hiring employees or necessary capital expenditures--one to three years in advance," Wright advises. "That will help you manage your debt dilemma."

Tiffany's quote in **Inc.com**
[Article: Can Short-Term Debt Be a Long-term Growth Strategy?](#)

You cannot open an account without having actual documentation showing that the company is legitimate, and an EIN.

Tiffany's quote in **Baltimore City Paper**
[Article: Pugh campaign says 11 checks bounced—or did they?](#)

A Sample of Over 45 Podcasts & Radio Interviews

Smart Companies Radio with *Kelly Scanlon*:
[I Need Money for My Business Now with Tiffany C. Wright](#)

Act Local Marketing with *Kalyn Amadio*:
[Small Business Funding- Tiffany C. Wright](#)

Freedom Academies with *Kemi Egan*:
[Kemi Speaks with Tiffany C. Wright](#)

Business Innovators Magazine with *Mike Saunders*:
[Tiffany C. Wright | The Resourceful CEO](#)

Inspired Works with *Chuck Wang*:
[The Jerry McGuire of Funding: Show me the money! SHOW ME THE MONEY!](#)

The Michael Dresser Show with *Michael Dresser*:
[Episode featuring Tiffany C. Wright](#)

Getting Social with Miriam with *Miriam Slozberg*:
[An Overview of Funding with Tiffany C. Wright](#)