

Published based on [Direct Public Offering Mistakes: A Must Read!](#)

# **Direct Public Offering Mistakes: A Must Read!**

Private Placement Memorandums and Direct Public Offerings, the most common mistakes made. When gearing up to raise capital it is typically a business owners first instinct to simply throw together a business plan and find the cheapest company to put together the private placement memorandum and then seek funding. What these professionals don't realize is that they are doing things in reverse and often times a PPM is not a standalone solution to financial needs.

The first problem is the most companies will first write a business plan and cheap PPM and look for a capital solutions last, when strategically speaking, one should first find a full service solution who has a database of investors ready to fund properly structured corporations with well authored business plans and private placement memos. After you find a company that has a ready network of seasoned investors you will often find that this firm will also structure your business and documents so that you are able to attract the attention of these investors. Next, don't make the mistake of hiring just anybody to write your biz plan. You need to find a professional author who is well rooted in the art of technical writing and has a solid comprehension of your industry.

Now it's time to write the PPM. Here is a warning that will most likely go in one ear and out the other but you must never choose the cheapest service for your PPM you will regret it and this is a guarantee. Investors see these documents all day everyday and they know a template when they see it. Don't believe for a second that you will get a viable private placement memo that will actually achieve funding for anything less than \$3,000; it's just not going to happen. There is too much work involved in putting a fund-able strategy together and you'll never find an experienced firm to do it for cheap.

The moral of the story is to first find an investor finder solution with a solid network of investors, second have this company write your business plan and private placement memorandum to fit the needs of their investor base and lastly, talk to this consultant about helping you perform a DPO (Direct Public Offering) to their group. This is what separates the men from the boys in the venture capital consulting industry.

Legitimate consultants who stand behind their work will take your PPM directly to their investor base and help you raise capital quickly. In return for this service the company may want a modest equity position in addition to their fee but it is always worth it and typically they will take the final step and have their investors pay to take your company public. This is the ultimate for any company that is seeking a long term funding solution.

Remember the order: 1. Find an investor finder 2. Have that company write your biz plan and PPM 3. Convince the firm to perform a DPO for fast funding 4. Offer some equity to sweeten the pot so that they take you public!

[Want To Go Public With Your Company](#), call Princeton Corporate Solutions at 267-233-0183 [Direct Public Offerings and Private Placement Memorandums](#) the easy way!

You can also find this article published on [Direct Public Offering Mistakes: A Must Read!](#), and on the tag pages [Advertising](#), [how to take my company public](#), [how to take your company public](#), [princeton corporate solutions](#), [take company public](#), [take company public otcbb](#), [take company public pink sheets](#), [take my company public](#), [take your company public](#), [why take your company public](#).