

'How to Get Free Money For Your Business'

Table of Contents

INTRODUCTION.....	4
YOUR DREAM BUSINESS.....	5
WHERE IT ALL STARTS.....	5
WILL YOUR IDEA TURN INTO A VIABLE BUSINESS?.....	5
HOW TO FIND INSPIRATION FOR YOUR BUSINESS IDEA?.....	6
CHAPTER 1 –	9
HOW TO START A BUSINESS	9
DO RESEARCH	9
TYPES OF BUSINESSES	11
WRITE A BUSINESS PLAN.....	11
DETERMINE STARTUP COSTS.....	13
GET LICENSED.....	15
GET SET UP FOR TAXES.....	15
FIND FUNDING	16
CHAPTER 2 –	19
WHERE TO FIND GRANTS	19
CHAPTER 3 –	23
HOW TO SPEND YOUR TIME WISELY BY FOCUSING ON WHAT WILL MEET YOUR NEEDS	23
HAVE A CLEAR PICTURE OF WHAT YOUR PROPOSED BUSINESS IS ABOUT	23
HAVE A CLEAR PICTURE OF YOUR PROPOSED BUSINESS NEEDS	25
DON'T BE FOOLED - SCAMS IN THE GRANT INDUSTRY	26
CHAPTER 4 –	29
HOW DO YOU WRITE A GRANT APPLICATION?.....	29
THE PIECES AND PARTS OF A PROPOSAL.....	29
THE SUMMARY	30
WHY DO YOU NEED THE GRANT?	32
A DESCRIPTION OF YOUR PROJECT	33
THE PROJECT BUDGET	38
EXPLANATION OF WHY YOU ARE QUALIFIED.....	39
A CONCLUSION	40
WHEN TO HIRE SOMEONE ELSE TO APPLY FOR GRANTS FOR YOU.....	40
CHAPTER 5 –	43
SUCCESS, OR TRY, TRY AGAIN	43

WHAT TO DO WHILE YOU ARE WAITING TO HEAR BACK.....	43
SEVERAL APPLICATIONS MAKE FOR BETTER ODDS OF OBTAINING GRANTS	44
CONCLUSION	46
CUSTOMIZE THIS E-BOOK!	47
OTHER E-BOOKS FROM SMALL BUSINESS SUCCESS.....	48

Introduction

Of all the problems faced by entrepreneurs in getting a business off the ground, raising the necessary capital or cash is no doubt the area of most concern.

Using all your savings, accessing bank loans and tapping into family resources will probably meet most of your needs but sometimes there is a gap to fill.

Recognising that encouraging the growth of small businesses is important to all economies most governments have grant schemes designed to give entrepreneurs a much needed boost.

The aim of this e-book is to provide you with an overview of what governments can do for you. By their very nature grant funding is specific to each country so it is impossible to provide information on grants available in every country. That is why this e-book is country specific.

However, I am very keen to pass on this information so if you wish to take ownership of re-writing this e-book for your country with details of all the grants you can access, then please drop me a note – see more details at the end of this e-book.

I am sure you will find this information useful and that you will be able to access a hidden goldmine!

Robert Warlow
Small Business Success

www.smallbusinesssuccess.biz
www.smallbusinessloansecrets.com
www.marketingtipsandideas.com
www.internetmarketingtipsandideas.com

Your Dream Business

Where It All Starts

The idea of getting free money from the government is very appealing! Just imagine, the government to whom you have faithfully paid taxes is willing to give you some back just to get your business off the ground! But of course, there is one snag ... you have to have a real business idea first.

Getting a government hand out is not about merely saying you have an idea for a great business and then popping in your request! You have to prove that your idea is workable and has a significant chance of succeeding.

So before we get stuck into giving you all the insider information on accessing grants, let's set the scene by going thorough the basics of getting yoru business started.

Will Your Idea Turn Into a Viable Business?

Many people dream of starting their own business. After years of working for someone else, you might decide that you are tired of making someone else rich by your labors, and that it is time to start that business you always wanted to. But if you have never started a business from the ground up, where do you start?

You might have many ideas for a business that you would like to run, or just one key idea. It might be based on a skill that you have or a hobby that you have become very proficient at over the years. These are good places to start, but the big question is: can you turn these skills and ideas

into a business that will not only survive but also make even money to replace your current salary and allow the business to grow?

How to Find Inspiration for Your Business Idea?

Many would-be entrepreneurs are just that - would-be; they have the desire to be their own boss but don't have the 'big idea'. The starting point is to establish what skills you have. You may not think there is a potential business lying at your feet but a quick self skills audit is a good place to start.

When you know what skills you have start looking around at existing businesses that utilize those skills. Be observant. Is there a useful aspect of an existing business that is missing? Could your skill be used to plug up this gap? Perhaps there is a product that could be marketed more efficiently, or produced more efficiently with a little known secret you have discovered?

This could be the start of a successful business idea, by taking an existing business idea and, in your talented hands, making it better in some way. You don't necessarily have to reinvent the wheel, but instead you could bring an innovative strategy for getting the wheel out to the public. Perhaps there is a product for which you like the basic idea, but it doesn't work as well as you would like. This is a jumping-off point for a business that would take an existing product and make it more useful and more practical, or might delve into the area of creating a new invention.

Here is one example of one skill you could exploit. Let's say that you enjoy cooking.

You subscribe to cooking magazines, read cookbooks constantly, and hone your skills daily in the kitchen. Your friends are always delighted to accept a dinner invitation at your home. Your profession is estate agent, and part of your job is to host agent open days. This is where you invite other estate agents to a home you are trying to sell, so they can see the house and get information about it that can then be passed on to their clients. Traditionally, food is served at these events, and with everything else you have to do, you often elect to save time by purchasing catered foods to serve, as, you observe, do many other estate agents.

But perhaps you have been disappointed with the ordinary offerings of the local catering companies and the high cost. As you sit in your office and ruminate, it also occurs to you that what many agent opens are missing is a more festive element. As you continue thinking, you put these two ideas together: What if someone could provide quality yet reasonably priced foods for such events along with some form of entertainment, such as music? Business does have to be conducted at these events, so loud blaring music is out.

How about adding a classy note of piano jazz? Live music, with an easily transported keyboard, would be perfect in any situation. This is the germ of a business idea: a service business where you could cater brokers' openings and include musical entertainment.

You have taken an idea where there is a need, procuring food for a brokers' open, and you make it better: you come up with delicious foods that are less expensive, and you add the unique twist of piano jazz entertainment. But is your potential business idea viable? If it fills a need, if there is a wide base of brick-and-mortar as well as online customers who would purchase the product or service, then likely yes. You might very well be onto something that could be a viable business for you.

After you have a viable idea for a business, what are the next steps to bring your dream business into reality? This e-book will show you what you will need to do to help make your new business vital, legal and solvent. Many businesses require start-up funds, and you will discover places to find that money. You'll also learn about the different types of grants available, and how to write a grant proposal in order to obtain the funds, and how to increase your odds that your proposal will be met with success.

In all honesty, it takes a lot of work to come up with a successful grant proposal, but the results are well worth it. You will receive funding to launch or build up your new business, and you may even be able to improve your local community by increasing the scope and usefulness of your business. Let's start the process, and let your dreams take wing!

Chapter 1 –

How To Start A Business

Do Research

If you are going to start a business, you want to be reasonably sure that it will be successful before you put a lot of money into it. One way to do that is to research the type of business you would like to start. Whatever the particular industry is, whether a service-type industry or a product you'd like to manufacture and sell, you will want to take a look at industry trends. Is this industry growing or declining, both nationally and locally?

You will also want to take a look at every aspect of how this business will operate--how will a product be produced, focusing on all the exact steps. What is the process for providing a particular service? This will give you an idea of the amount of time needed to produce a product or perform a service, and how quickly you can do both of those things while still maintaining quality will determine how much business you can handle and how much money you can make. It will also tell you if this is a business you can do on your own or one for which you will need to hire employees.

Now is a great time to take a closer look at the market for your business. Who would want to buy your product or service? What product or service is it that those customers want to buy but currently cannot find available? Is there anyone else who sells such a product or service?

Where can you find the answers to these questions? There are many sources available, and many are low-cost or free. The Internet can be a

great jumping-off point for information, as can any trade associations for the type of business you might want to start.

When you have some answers to the above questions and are starting to get a clearer idea of your new business, you will next want to consider what it will cost to start this new business. Now is the time to think about both what it will cost to start and then operate the business. What about advertising costs--how will new customers hear about your business? Business taxes are also part of the cost, and you can get information from the Internal Revenue, or a certified public accountant. Will you need a license or permit to conduct your business? You can check with your Local Authority. You might need to include insurance and worker's compensation as part of your business cost.

Types of Businesses

You will also want to put some thought into the new business in terms of what type it should be: a sole proprietorship, partnership or a Limited Company.

A sole proprietorship is when one person operates and owns a business and it is not incorporated. This form of business is how many enterprises get their start. One person goes out and offers his or her services, or this one person makes some kind of product which is sold to the public. This is the simplest type of business in terms of the paperwork involved in getting started, and simple in terms of having only yourself to deal with rather than a host of employees or a board of directors.

A partnership is essentially the same but now there is are a minimum of people. Profits (and losses!) can be shared out equally or in proportions as per the Partnership Agreement.

Sometimes a small business will choose to become a LLC, or limited liability company. This type of incorporation can protect your personal assets in the event of bankruptcy, as the company is an entity in its own right.

Write a Business Plan

After you have done some research on your new business idea, you will have a better idea of the specifics of the business. Next it is worthwhile to try to articulate all those great ideas on paper, in the form of a business plan.

At this stage it is not a bad idea to carry around a small pad of paper and something to write with everywhere you go, or your favorite high-tech gadget that can record your thoughts. Your ideas will be percolating in your brain even when you are working on other things, and you never know when you will get a good idea, so be ready for it.

A business plan can help you get funding for your business, will explain how you will market your new service or product, and much more. Even before that, however, it can show the new business idea for what it is, in all its glory and warts. Then you can decide if you still want to proceed with it, make some changes to it so that success is more likely, or perhaps try again with another business idea. This paper step can save you a lot of time and frustration when you actually have to go out and provide the new service or begin to manufacture the new product for the first time.

A business plan needs to show your methods for running the business. For example, who will be involved in running and working in the business and what expertise they bring to the endeavor. It will show how you plan to sell your product or service, what the product is exactly and what all the steps are that are necessary to manufacture it. Or, in some cases, what specific service will you offer in full detail, and money particulars focusing on what it will cost to bring the product or service to the buying public. Basically, what it will bring in terms of revenue.

Banks and charitable organisations will want to look at your business plan and see if it is a sound investment. A business plan will also offer the entrepreneur peace of mind, because you will have gone through every aspect of the business, and you know how it will work, how much you can make from it, and how much it will cost to start and continue operating. After the business plan is written, you will have a pretty clear idea if your business has a good chance of succeeding or if it won't work.

If you want to more about writing a business plan, take a look at 'The Secrets of Writing a Killer Business Plan' which is available from here:

http://www.smallbusinesssuccess.biz/writing_business_plan.htm

Determine Startup Costs

So let's say that, after analysing the market, you come to the conclusion that your idea will sell like hotcakes. But perhaps one factor that is standing in your way is high start-up costs. Start-up costs include things such as:

- paying for a place to work out of
- buying all the initial equipment, furniture, and tools necessary for the business to operate
- legal fees and consultation fees
- licensing fees
- communication fees for telephone and Internet services
- taxes
- buying raw materials if you plan to manufacture a product
- and marketing your new business venture

When you start adding it all up, it can become a little daunting. At this point you might need to ask yourself if there is some way that you can maintain the quality of your potential service or product, yet cut some of the initial costs to start. This is when creativity will come into play.

Anyone who is rich can throw money at a problem, but if you have a lack of funds, this will be the impetus you will need to get creative and find other solutions. (Not to mention that people pay big money for creative ideas that lead to solutions to problems--that can be a business in and of itself, if you have a talent for it!) All viable businesses provide a solution to a client or customer's problems. So, by thinking along these lines from the start, you will be helping yourself greatly in the process.

One way to cut costs is to start small. Can you work out of a room in your home, or a garage? You can avoid renting an office or workspace for a while until you start making money, which can help lower initial costs. You might not ever need a brick and mortar office if you start an online business or store. Get creative and consider as many possibilities and options as you can so your business idea will work.

Another method you can try is to figure out a way to do the work by yourself in the beginning. This is not a bad way to start, because you will want to know every aspect of how your business runs, so you will want to work every job yourself to see where all the strengths are, and where you can improve on any weak areas. This can give you vital information you will need to potentially lower costs, improve productivity and increase the amount of money you can make. Then, when you start making money you can hire some employees to help you. It will also make it easier when you have to train employees, because you will understand all the requirements of every job your business must perform to stay in business and how they interact with each other, because you will have worked them all yourself.

Be certain to keep an open mind during the business planning and start-up cost phase. Keep talking to other small business people or a mentor who might have suggestions for starting small and less expensively. Also remember that the start-up costs will be offset by the revenue that your business will generate, so over time you will break even and then begin to make money from the business.

Get Licensed

You might need a license or a permit to conduct business in your area. Each Local Authority can explain all the parameters of what you will need and the fees involved for all types of businesses, if there are any.

Get Set Up For Taxes

When you are starting a business for the first time, it is a good idea to consult with a certified public accountant. Let this person help you get your bookkeeping system set up, and let him or her help you get set up to pay your taxes. Depending on your business parameters you might be paying taxes quarterly or yearly, and your accountant can help you with this. When it is set up to work properly, then you can take it over and keep it running smoothly to begin your business. Eventually you may want to hire a bookkeeper to take care of all the paperwork aspects of your business, freeing you to focus on the product or service you are trying to sell.

There are also several software programs available that will help you keep business records on your computer. You want something that is easy to use and flexible, so you can set it up to meet your business's unique needs. Although they come with several extra bells and whistles, the bottom line is that you need to keep track of revenue and expenses, clients and invoices, and information that will be needed at tax time. You will need a simple filing system to store receipts, contracts and other important hard copies that will be needed when you are computing your taxes and for auditing purposes.

It can potentially save you money at tax time if, throughout the year, you are keeping track of deductible tax items. These are usually some type of

business-related expense. For example, if you have a business that provides a house-cleaning service, then the vehicle expenses that are incurred while providing the service, your mileage, as well as cleaning supplies and equipment used on the job can be tax deductible. Depreciation on equipment, such as computers and printers used for business purposes, the business vehicle, or a carpet steam cleaner in this example, might also qualify as a deduction.

Check out the Inland Revenue website for more details on starting a business from a taxation perspective at <http://www.hmrc.gov.uk/businesses/tmastarting-up-in-business.shtml>

Find Funding

Once you have a great idea for a business, and after putting it down in writing in a business plan, you see that it can make money. The next step is to find funding to get the business started. If you have personal savings you can use, then you are all set to go. However, most people look for funding from two main sources: loans and grants.

Loans

Loans are funds that will need to be paid back to the lender, which are traditionally the commercial banks.

Loans may not have been the first source on your list of financing options for your new business because they must be repaid, but sometimes they offer the best solution to your money needs to get the business up and running. There tends to be more loans rather than grants available for

business start-up costs, so this bears keeping in mind also, depending on what your financial purpose for the funding is.

If you want to approach a bank for finance you want to take a look at this e-book – ‘The Secrets of Getting Your Bank Manager to Say Yes!’ It’s packed with tips on how to increase your chances of getting a yes answer.

Here is the link: <http://www.smallbusinessloansecrets.com>

On this site you will also find a wide range of finance-related articles.

Grants

Grants are funds that are given to you outright, and you do not have to pay them back. Generally speaking, you will likely find more grants with awards available for starting or growing a small business on an area-by-area basis (based on economic needs) rather than general government support.

One informative place to start looking for government and local grants are the bodies charged with supporting the four regions of the UK – England, Scotland, Wales and Ireland. Their web sites are:

England: www.businesslink.gov.uk

Scotland: www.scottish.parliament.uk

Wales: www.wales.gov.uk

Ireland: www.niassembly.gov.uk

Once you are there, search for the grants section and you will likely be surprised at how many offerings come up. Every grant is different, and has different eligibilities and requirements, so this is a stage where you will need to spend a bit of time reading to see what all is available.

There are many grants available, and the first step to success with obtaining a grant is knowing where to look for it. The next chapter will go into more detail about grants so you will know where to begin your search to access essentially free money.

Chapter 2 –

Where To Find Grants

Now we will take a more in-depth look at some of the places where you can begin your search for grants that will meet your specific needs.

The Department of Trade and Industry (DTI) is charged with overseeing the grant structure within the UK but essentially it is delegated to a number of local government offices and agencies.

Business Support Agencies

Business Link – www.businesslink.gov.uk - Covers England

Wales Enterprise – www.wales-enterprise.com/windex.html - Covers Wales

Small Business Gateway – www.bgateway.com – Covers Scotland

Invest Northern Ireland – www.investni.com – Covers Northern Ireland

The Small Business Service – www.sbs.gov.uk

Each of these websites has details on all the grants both at a local and national level. Because grant funding can be phased out at any time I have not detailed what is currently available at the time of writing.

Enterprise and Development Agencies

These are non-government bodies but may be supported by government funds. They are also useful for an overview of what is on offer.

National Federation of Enterprise Agencies – www.nfea.com

Scottish Enterprise – www.scottish-enterprise.com

Highlands and Islands Enterprise – www.hie.co.uk

Enterprise Northern Ireland – www.enterpriseni.com

London Development Agency – www.lda.gov.uk

English Partnerships – www.englishpartnerships.co.uk

East of England Development Agency – www.eeda.org.uk

East Midlands Development Agency – www.emda.org.uk

South West of England Development Agency – www.southwestrda.org.uk

North West Development Agency – www.nwda.co.uk

Yorkshire Forward – www.yorkshire-forward.com

One North East – www.onenortheast.co.uk

SEEDA – www.seeda.co.uk

Government Bodies

Other useful information points are:

Learning and Skills Councils – www.lsc.gov.uk

Welsh Assembly Government –
<http://new.wales.gov.uk/topics/businessandeconomy/?lang=en>

Department of Trade and Industry – www.dti.gov.uk

Department of Health – www.rdinfo.org.uk

Countryside Agency – www.countryside.gov.uk

UK Trade and Investment (export assistance) – www.uktradeinvest.gov.uk

Crafts Council – www.craftscouncil.org.uk

Local Authorities – check your local directory and look for Business Development Unit or Economic Development Unit

European Union

Grants from the European Union are rarely provided directly to businesses. Funds are usually allocated regionally and left to the local body to distribute according to the fund objectives.

The regions most likely to have funds are those which are deemed to need economic support. They are referred to as Objective 1 and Objective 2 areas, the classification depending on the economic severity.

You will find details on whether your area benefits from the Business Support organisations listed above, particularly the Business Link/Connect/Gateway offices.

Others

You can find out about the range of grants available from a number of web sites, some of which are subscription based.

- www.j4b.co.uk
- www.advantagewm.co.uk
- www.nesta.org.uk
- www.grantnet.com
- www.grantfinder.co.uk
- www.grantsonline.org.uk
- www.bigwales.com
- www.governmentfunding.org.uk
- www.princes-trust.org.uk (entrepreneurs aged 18 to 30)
- www.shell-livewire.org (entrepreneurs aged 16 to 30)

- www.chamberonline.co.uk

There many new grants and grant providers coming up all the time. Do a search as we highlighted earlier to find out the latest news.

Chapter 3 –

How to Spend Your Time Wisely by Focusing on What Will Meet Your Needs

Earlier in this e-book we looked at some of the best sources of information on grants and where to find them. There is a lot of material to wade through, and this can give a person cause for alarm, especially for first-time grant seekers. However, there are some steps you can take to narrow your focus, and thereby use the time you have available more effectively.

If you have clearly defined your new proposed business and all its parameters, this will help you find grants more easily. If you know exactly what your business needs, then you won't waste time on things it does not need. Also, anytime money and being selected to receive money is a subject that is being discussed, it also unfortunately can be an area where unscrupulous individuals can take advantage of new and uninformed people. When you have the facts, then you will be able to protect yourself from falling into the trap of scams in the grant industry.

Have a Clear Picture of What Your Proposed Business Is About

At this stage of looking for grant money, you have probably drawn up a business proposal. This is one of the best, and most succinct, places that describes in writing what is your proposed business. At this point you know if it is a service business or produces a product. You know the

structure that it will take--sole proprietor, partnership or Limited Company. Now you can use this specific information and find areas in which your proposed business will fit well.

Trade associations are one place to start. You will find more grant opportunities if you can plug your new business into several different funding sources rather than a few. You are looking now for all the subheadings under which your proposed business will fit, because that will increase the likelihood of finding a suitable grant.

For example, let's say you wanted to start a business that focuses on recycling. Your idea is that people can drop off used items, and you provide a warehouse where the items are sorted and stored, and made available to the public for sale. So now you want to think about where you are most likely to find a grant to help your new business out. You are trying to find as many different areas into which your new business would fit well. Search engine keywords such as "Recycling" and "environmental" or "ecology" are obvious hits, as would be "new business."

If your business form is a charity, or non-profit organisation, then you would use a search engine for different foundations and see which ones give grants to grant seekers with an environmental purpose. Would you possibly have an educational purpose to your business, such as educating other businesses or schools on how to recycle and reuse supplies? You might find an educational-oriented grant to fund such an endeavor. Will you need to build a warehouse? If so, you will want to check with your city or county for building grants, especially if you can locate your new business in an economically depressed area.

Will you provide jobs for people who are typically underrepresented in the industry? Use appropriate keywords as search parameters, and you will find other funding opportunities. It can also pay to look for grant

possibilities from local foundations and non-profit organizations that are more likely to support local endeavours that meet their given focus.

Have a Clear Picture of Your Proposed Business Needs

Before you start your hunt for grants, you will want to have a clear idea of what your business needs. Your needs will be different depending on the stage that your business is at.

If your business is new, then you will likely be looking for financial assistance for meeting start-up costs. As you have gathered from information in previous chapters, typically grant money that can be used to cover start-up costs are less available.

If you start a business in a poor area of a city that will provide jobs to low-income individuals, then you may find that there are grants to help you. You will also find free and low-cost assistance in starting a business ranging from consultations to helping you write a business plan or finding sources for financial aid from your Business Support office – see the earlier websites quoted for your region's office/service provider.

There is grant money available to help you get the education you need so that you will have the required skills for running your new business. If you are a non-profit, you might find a local foundation or organisation that focuses on what your new business provides, and you might find grant opportunities there.

If you want to expand your business, then there are grants available to help you do that. Many of these grants are lumped together as project

grants, and would cover the costs for a specific business expansion project.

In order to expand your business, do you need to provide your employees with training? There are grants available to help train your employees. These types of grants often cover health and safety issues of employees performing their jobs in a safe manner to reduce the risk of injury. There are also technology grants available that can be used to train your employees in the use of new technologies, and project grants that can be used to develop new technologies to expand your business.

Again, you will likely be more successful starting to look for these types of grants at the local level, because they tend to award grants more locally than if you apply for a national-level grant.

Don't be Fooled - Scams in the Grant Industry

Whenever money is involved in an industry, you can be sure that someone will come along with a trick to try to fool someone into giving them that money. The grant industry is no exception. One of the biggest mistaken notions that many first-time small business entrepreneurs have is that there are huge amounts of grant money available for starting a business. This, unfortunately, is not the case. Organisations such as the Princes Trust (www.princes-trust.org.uk) do offer lower-interest small-business loans for young entrepreneurs, but regrettably, many of us are no longer considered 'young'!

Another factor that you should be aware of is that information on all types of grants is available for free either online or at your local public or college library. If you see an advertisement asking you to pay for grant information or for researching grants for you, you should be aware that the information is available for free elsewhere (such as guides like this!).

These advertisements tend to prey on the hopes and dreams of the new entrepreneur, and their hope is that you will be uninformed and will turn to them with your money.

Don't let that happen to you. This e-book has given you the best major sources of information on grants. Start with them. They cost nothing to use, and if you have questions about a particular grant program they also offer the name and telephone number or e-mail address of someone to contact who can expertly answer all your questions, also for free to you because it's their job to do so.

One way to detect if an online grant information broker might not be legitimate is if their URL ends in a ".com." They might be on the up and up, and they might provide a service where you pay them and they look up grants for you, but keep in mind that all this information is available for free. Another way you might ascertain that an online grant broker is not playing fairly is if they tell you that you will be automatically qualified for large sums of free money, or if they ask you to pay a large fee to attend an information seminar. Again, they are telling you what you want to hear in order to get your money. Indeed, your small business might qualify for large grants, but you don't need to spend your money to find out this information. You can do the research for free and find out for yourself.

You need to be realistic in your expectations. It usually takes money to start a business, and as a rule you will not find start-up funds from grants, except in a few very limited circumstances. So look to other means of starting your business. As mentioned earlier, start very small so it might not cost hardly anything to begin your business, or do all the work yourself at the outset. If you can make your new business work on a very small scale, and begin to get customers and clients, then you can save money on start-up costs at the outset, and perhaps then be in a better position financially to expand the business. Also bear in mind that it often

takes some money to make money, and most small business owners provide most of the money for starting their small businesses themselves, as well as obtaining it via small business loans.

It is true, it takes some time and research to write a business plan, and then find grants that are appropriate and finally write up grant proposals. But bear in mind that you will be receiving money that you don't have to pay back at the end of this process if you are successful, so there will be some hurdles to jump. Hopefully you have found that this small book has offered several ways to narrow your focus so you can use your limited time wisely, and find grants that will meet your needs for various purposes.

Now that you have learned how to avoid the scams and have scoured all the information and found some grants for which you wish to apply, let's learn how to write a grant application.

Chapter 4 –

How Do You Write A Grant Application?

The Pieces and Parts of a Proposal

Grant applications, also called grant proposals, can vary from each other depending on which type of organisation you are applying to. Some applications begin with a simple letter of enquiry stating your grant proposal, and the granting agency will get back to you and let you know if you should proceed with the application process. Applications can be as short as a brief request letter to a grantor, or as long as several dozen pages, depending on the requirements for each specific grant to which you wish to apply. On some web sites you will find online application forms that can be downloaded, and in many cases you can use the same application as a basis for applying to other organisations, thus saving you time and effort.

Other grant applications will necessitate that you write all parts of it yourself, but most require the following components: a summary, an explanation of why you need the grant, a description of your project, a budget for it, and a conclusion.

Because you will need to back up what you are saying in your proposal with data and facts, you will want to compile references that you will be able to refer to and use as you are working on writing the proposal before you begin writing. Places to look for this type of information can include your businesses' mission statement, your financial records, trends in the area you wish to pursue, and others.

We'll now take a look at each of these significant parts of a standard grant application.

The Summary

The summary is the first page of your proposal that the person reviewing your grant application will read, and he or she won't read any further if it does not clearly and briefly state all the most important information about your proposed project. The purpose of the summary is to convince the reviewer that your project is worthy of his or her support, and persuade the reviewer to read further.

You want your summary to be as succinct as possible. Try to keep the length down to a single page. It is a good idea after you have gone through several drafts of your summary to let a knowledgeable third party read it and give you some feedback on it. You can use this information to help you refine the summary even further and make an even stronger case for why your project should get the grantor's support. You will likely find that your initial summary will change as you work through the rest of the proposal. As you refine your ideas on every aspect of your proposal, this will be an impetus to revision of the draft summary, and all for the better. So don't be surprised if you make several changes to it along the way.

Problem

Here you will give a very short synopsis of a problem that you or your organisation has noticed. The problem part of your summary is also sometimes referred to as the statement of need; in other words, what is the need that you have recognised. This is a part of your summary where you will likely want to include some data that backs up your reported problem. You will also want to briefly explain why you or your organisation has the knowledge and skills to meet the need with your proposed solution.

Solution

In this part of your summary you will give your solution to the aforementioned problem, which is your project proposal itself. Here you will give the briefest explanation of the main details of your project, including topics such as how the project will unfold, who will receive help from your project being implemented, where the project will take place, what the length of the project will be and who will work on it.

In this section of the summary you will also need to include the sum of grant money you will need to carry out your project and what the money will be used for, again in the briefest of detail. Later in the proposal you will go into your budget for the project in greater specification, so here you just want to give the bottom line of what it will take to get your project off the ground. Some projects are one-time shots and will need no further funding to keep it going in perpetuity. Other projects need a grant to start it, and will need further grants to keep the project going. Here you will want to give a brief explanation of the project's future funding plans.

Once you have asked for an organisation's money, then it's time to talk about you or your organisation's qualifications for carrying out the proposed project. This is when you will want to look back at your own or your company's records and use this information as evidence that you are highly qualified to complete the project based on your history and what you have previously accomplished.

It is definitely to your benefit to go over and over your summary so that it says what it needs to say persuasively and in the fewest words possible. Grant reviewers often have to wade through several long grant proposals each day, and you want to make their job as easy for them as possible when they get to yours. So make sure you have done your research and that your project is a good fit for their organization. Then make sure that you or your company has the necessary qualifications and skills to successfully complete the project. You will want to put your best foot forward in the summary to convince the grantor that you can supply what they are looking for in terms of grant recipients. A grant making organisation is expecting a return on their investment in your project in some way. It is up to you to do the research so that you know what they are looking for, and that your proposal will meet their needs splendidly.

Why Do You Need the Grant?

The next section of your grant proposal explains why you need the grant in terms of describing the scope of the problem you want to address in the solution that is your proposed project. At this point you will want to have research in terms of facts, data and statistics that you will use as evidence that the problem exists, what the scope of the problem is, who the problem affects, and the problem in terms of its contributing factors. However, you also want to show that the problem is not insurmountable, as evidenced by your proposed solution.

Because in this part of your proposal, as in the others, you want to convince the grantor that you or your organisation is well-qualified to supply the solution to the problem, you will also want to include any evidence you have that shows you understand the problem fully and what contributes to the problem. Have you addressed this problem in other ways previously? This is a great place to include that type of information. Are you, through experience or education or both, eminently qualified to address the problem? Talk about those qualifications here.

Remember that you always want to be writing with the reader's perspective in mind. In other words, for this part of the proposal you want to explain what makes you or your organization so knowledgeable about the problem and so qualified to provide a solution that the grantor will see the value in investing money to back it.

A Description of Your Project

In this important part of your grant proposal, you will give a detailed description of your project. This section will give information on your project's objectives and methods, as well as how you will evaluate the project and account for its viability long term. This is the nuts and bolts of your proposal, and if the reviewer has read this far into your proposal, then you will want to continue to build on your momentum by having a clearly drawn-out project description.

Objectives

The objectives of your grant project proposal basically outline what the results of your project will be. You are stating what you plan to accomplish via the instrument of the project. Because later on in this section you will

need to show how you will evaluate the project, you will need to state your objectives in a way in which they can be measured. Here you will also talk about the timeframe in which these objectives will be met.

Objectives will vary from project to project, but you need to show a result that you can measure in some way. At the end of your project will the outcome be a new product that you produce? That is your objective, because you can evaluate whether you have made a new product or not. Will participants who will benefit from your project learn a new skill? That is your objective, because you can measure whether they have learned the skill or have not. Will your project beneficiaries start out with a beginning set of skills and by participating in the project will they improve their skills? This, too, is an outcome of your project that can be measured, and so it would qualify as an objective.

If you cannot measure the outcome of your objectives, then they are not objectives usable for a grant proposal. Perhaps they can be refined and rewritten so that you can measure the result in some way, thereby becoming an objective for your proposal.

Methods

The methods you will write about in this part of your grant proposal will give the details of how you will meet your objectives that you stated previously. This is when you finally get to lay out your plan for succeeding with your project. This is a step-by-step explanation of each aspect of your project, from the beginning of the project to the end of it. You will talk about each aspect that will play a part in the successful completion of your project, and the exact steps that will have to happen in order to reach a conclusion of the project. You will also show the interplay of each aspect and how they work together to fulfill the project. Here is where you will talk about how much time will be required to complete each part of

the project, as well as a listing of the people who will be required to do all the different jobs. An explanation of the materials and resources you will need to use to complete each part of your proposed project is important to include in the methods section of your project description.

Make sure that you break it down so that you are sure to cover in detail, each part that will go into meeting each of your proposed project's objectives. This is specific, detailed writing, and it will greatly benefit your project to revise this part several times. In the heat of the moment of writing, it is easy to forget some of the little parts, parts that are vital to be included to ensure the success of your project. Also, after working on a project for some time, it is easy to fall into the trap of thinking that you have included something in writing, and possibly adding the words in mentally as you read it, thus thinking that they are on the page without actually writing them down. It is a good idea, after you finish a writing session, to put the project away for a bit, do something totally different to clear your mind, and then come back to the proposal later. Refreshed after a little break from working on it, you can take a look at it again, and will likely catch any points you might have missed earlier.

Another tip is to read your writing out loud. Hearing the words spoken will often lead to you hearing any inaccuracies, or noticing any places where you verbally stumble because words or punctuation are missing, which you can then catch and easily fix. After this, ask someone knowledgeable in the area of your proposed project to take a look at your methods section, and have them confirm what is there and also offer some objective criticism of any parts you might have forgotten to include. Then you can go back, consider their suggestions, and use them or not, after due deliberation, to modify and strengthen the detailed accounting of the methods that you will use to satisfy the objectives of your project.

Evaluation of the Proposed Project

The next part of your project's description will talk about how you will evaluate your project when it is completed. This is where you will explain how you can show that you have met your project's objectives, which were stated earlier in your project's description. Because of the evaluation aspect involved in this sort of proposal, it bears repeating that all of your objectives must be measurable in some way, and your evaluation is based on those measurements. Here you will show how you will measure each objective you have for the project.

If your proposed project will result in the creation of a new product, then you will need to evaluate that new product in some measurable way. How does it compare with comparable products? What measurements can be drawn that prove its unique characteristics? Does the product work in the way you intended, or does it offer additional uses that were unexpected before the project began? You will measure in some way the answers to these types of questions, and this will be your evaluation of your project.

If your project will conduct new research, how will you measure the objectives? In your project, you will be testing to prove a research theory true. So, what are the results of the research? You will need an evaluation method to determine this. Alternately, did you prove your initial theory false, and if so how did you measure that result? Did the research benefit someone? You will want to evaluate the benefit to these individuals.

If your proposed project will teach people a new skill, how will you prove that they have learned it? What sort of test or demonstration will you administer to show that they in fact have achieved a new skill level? This will be your means of evaluation for this type of project.

Each grant for which you are applying can also have requirements for how you are to report this evaluation information. To that end, be sure to look carefully for those requests and fully explain how you will meet them.

Viability of the Project Long Term

The last part of your project description will show that this is either a one-time project and can continue to function on its own without any further grant assistance, or you will explain the need for future funding of some kind. The funds might come from other grants that you will seek, or the project might create some earnings that can continue its financing.

In this part of your proposal you will need to show where future funding will come from. Will your project generate revenue on its own, and be able to fund itself? This might be the case with a project that results in a new product. You can then go out and sell the product, create a cash flow and use that money to continue producing the product.

On the other hand, perhaps your project has to do with research. Maybe you will use your initial grant funds to conduct some type of medical research, research that can help a particular group of people. After you have finished the project, you might want to continue the project so that you can apply your new solution to the group of beneficiaries. Maybe you would need to open a medical clinic so that you can provide your new treatment to your group of individuals who will benefit from it. This was not perhaps a part of your original project, finding a solution to a medical problem, but is a logical need at the end of this type of successful research project.

You will need to explain your project and how it can be continued on long-term. Where will you find money for funding a clinic? It might be from new grants, or it might be that the research results generate some type of

revenue that can be used to fund a clinic, for example. Your initial project is just one part in a larger frame of reference, in this instance, so you will want to discuss the financing for it here.

The Project Budget

The next section of your grant proposal will be the project budget. Here you will include in detail how much money you will need for every objective, method, and means of evaluation you have in your project proposal.

Let's say your project is to build a new type of computer part. There are several expense areas that will need to be taken into consideration as you draft your budget. Office workshop space will require a rental fee, or if you are writing a proposal for an organization that is already housed in a building, then you will need to figure out how much of the building could be used for your project and add that percentage amount for a rental or mortgage fee. What materials will be used to complete your project? These costs must be included.

Will you need to hire others, perhaps workers or researchers, to complete your project? Any fees for their services should be included. If you need to purchase equipment, like new computers, or tools to complete the project, count these costs as well. Will it cost money to put your new product to the test during the evaluation phase? Add these figures into your budget so that they are covered.

Before you begin your budget for your project, you will need to review how much previous recipients of the grant have been given by the granting organisation. That way you know, generally speaking at least, what you might expect if you were given the grant, and can write a budget that will fit within those parameters. If you need a million dollars,

don't submit a proposal to an organization that offers only a couple of thousand dollars to its grantees. However, one reason why you might consider doing that is if this grant is one of several that you plan to pursue in order to achieve your million dollar goal. This is where your long-term viability, as explained earlier in your grant proposal, will explain where all the streams of funding for your project will come from, so that the grantor will understand exactly where they fit into your proposal's budget.

Explanation of Why You Are Qualified

After you have given reasons for the need for your project and have outlined a complete description of your proposed project, next you will want to explain why you are well-qualified to carry out the project. As in all the other parts of your grant proposal, you will want to keep this section quite brief, yet include information that convinces the granting organization that you are the most qualified person or organization to carry out your proposed project.

Are you and the people who will be working on this project well educated in the subject area of your project in terms of educational background, continuing education and research, and experience? You will want to expound on that, and explain their areas of expertise that they will bring to the project. If you are writing a grant that will benefit your non-profit organisation, you will want to include information about your group's mission, how long you have been working in this area and who has benefited from your organisation's work. What specific activities and services have you provided in the past that will give you the background and experience that will ensure that this project will be completed correctly? Can you provide some evidence of who has benefited from the work your organisation does? Your non-profit's history will come into play in this area, and careful record keeping from years past will definitely

come in handy in providing concrete evidence for this part of your proposal.

A Conclusion

Congratulations, you have made it to the end of your grant application! But before you start to celebrate, you will need to craft one final part to your project proposal, and that is a succinct yet persuasive conclusion. You will want to briefly go back over the main points of your proposal, and once again restate why the need is so urgent that your project receives approval, and that the granting organization's funds will give them a return on their investment in the results of your proposed project.

After you have completed your grant application, set it aside for a little bit. When you are ready, come back to it and re-read it, revising it as needed. As before, ask a knowledgeable third party to read the proposal over and give you some constructive criticism on it. When you believe that it is as good as you can make it, send it off. Of course, you will want to know how long the review process will take, and that information is often given on the grant announcement. If not, contact the granting agency and ask them.

When to Hire Someone Else to Apply for Grants for You

As you can see from the preceding information, there is an extensive list of parts that go into a grant proposal. Grant writing takes excellent thinking, researching, verbal and editing skills and you will need to decide if you have them or not. Likely you will find out when you start applying for grants and evaluate the results of your efforts.

You will first need to look up some specific grants for which you wish to apply, and look at their application requirements. Even if you only have to submit a short letter request, it can still take a lot of research to pack all the information you need into that short letter. Do you have the time to do all the research involved in writing a grant? This is something you will need to consider as you make this decision. If you are going for one small grant, you might have the time to devote to such an endeavor. If you have a non-profit organization, grant writing, as a part of your total fundraising efforts, is often a full-time job.

Grant writing can be challenging, but grants do get written every day. It is possible to do, one small step at a time as outlined above, and as long as you have the time and talent to invest in it, you will be able to successfully write a grant application. You might choose to start small, with a simple application requesting a small amount of money, before you write a large government grant request. This way you can get a feel for it and see if your skills lie in this area.

If you decide that you do not have the time to put into a grant writing project, or you lack some of the skills required for successful completion, then you might want to consider hiring a grant writer. This person can take on any or all aspects of the grant writing process, leaving you free to work on other business pursuits. You will want to interview this person and find someone who believes in your project and what you, or your organization, are working for in terms of your mission statement. You will need to entrust this person with sensitive information about you and your business or organization, so you will want to check references to make sure the grant writer is reputable, as well as successful, at what he or she does.

Bear in mind all the parts of a proposal and the time and energy involved in arriving at a complete proposal, and that this proposal preparation will

likely not be an inexpensive proposition. However, if you don't try you will never get the grant money you would like to have, so start where you can, with whatever method will work best for you.

After you write your grant proposal and submit it, what next? The last chapter will give you some ideas of what you can do so that your efforts at grant writing will meet with success.

Chapter 5 –

Success, or Try, Try Again

It's been a long road, finding suitable grant opportunities, researching and preparing the grant proposal, and finally sending it off. Now comes the hard part--waiting to hear from the granting organisation if your proposal has been approved and will receive funding. Is there anything else you can do to help move your grant proposal in the right direction?

What to Do While You Are Waiting to Hear Back

You will want to check on the grant announcement as to how long it usually takes before you will hear back from the granting organisation. It can range from a few weeks to a few months, depending on how many applications they receive and how many reviewers they have on staff.

After you have sent your application to the grant maker, it is a good idea to contact them and confirm that they received it, and to make sure that the application is not missing anything. Applications with missing elements are usually not considered for the grant, so you will definitely want to go through each required item as outlined in the application procedures before you send it, so that you are sure your application is complete and that your grant request will be considered.

Once the organisation has your application, they might contact you for further information concerning the information on your application. It is a good idea to have records ready that you can refer to and send to them which will show such things as how you came to the figures you used in

your budget, and other worksheets you used to help you provide the hard data that you relied upon for the proposal.

Several Applications Make for Better Odds of Obtaining Grants

After you have spent all the time and energy that goes into preparing a quality grant proposal, it makes sense to find every granting agency that might provide you with the grant money you are seeking, and send it in. A simplified way of doing this is available on Grants.gov, where you prepare one standardized grant application. At the CFDA website they list grant opportunities with a listing of additional related grant opportunities, so that you can apply for others which may be appropriate for your needs with a single application.

If you are applying for grants at places other than from the government agencies, then you will have to do some research on your own. But this is when considering a long list of as many subcategories that the subject of your grant proposal comes under will be useful to help you locate other funding opportunities. Each one of those subcategories you will want to use as keywords to look under in granting organisation's search engines, to see if there are grants available in those categories.

With governmental budgets being squeezed, it has made receiving grant money a more competitive enterprise than in years past. Nevertheless, individuals and organisations receive grants all the time. If it is your time, and you have been named the recipient of a grant, be sure to thank the granting organisation. Also contact them to find out what else they may require of you as you proceed with your project. What sort of reporting will they require on how the project is going and how you are spending the grant money on a regular basis, and how are you supposed to

accomplish that? Finding out at the onset of a grant bestowment is much better than finding out later and being unprepared.

If your application did not result in a grant, it doesn't hurt to nicely ask the granting organisation why. This information can help make your next application even stronger. You might also find out if you can be given a copy of the reviewer's evaluation of your proposal. This will provide you with very valuable information that you can also use to improve your application. Some granting organisations allow you to make changes to your original grant proposal and then resubmit it at the next grant deadline, so ask if this is possible. With this type of feedback, you might be able to revise your original proposal, resubmit it, and be able to receive the grant at a later date.

Conclusion

In this short e-book we've covered a lot of territory on what it takes to come up with a viable business idea and get it off the ground, and then help it grow along the way. We've also covered the area of grants, what they are, where to find them and how to apply for them. By considering this advice and following the steps outlined, you can be successful in receiving free money that you will not have to pay back ever in order to bring your business to life and help it grow. Grant writing can be easily understood, when broken down into separate components, and then each component, taken one at a time, can be crafted into a winning grant application. Any project, including grant writing, is much more easily accomplished if it is broken down into small parts, that when put together become the basis for a successful endeavor.

You have received a lot of information here, and it can be used to start and improve your business acumen and grant writing skills. Now the next step is to put all this new information to use. Put into action what you have learned here. Get your business ideas focused and organized, and then go through step by step and locate grant opportunities, write your proposals and send them in. You're on your way to making your business dreams a reality with your new-found knowledge!

Customize This E-Book!

Couldn't find this guide focused on your country? If so, then I would be more than happy to customize the content for your country with your input. Also, you will be shown as co-author and will have the rights to distribute this e-book!

If you want to know more please drop me a note.

Regards
Rob
Small Business Success
rob@smallbusinesssuccess.biz

Other E-books From Small Business Success

If you enjoyed reading this e-book then we have others on the web site which are instantly downloadable. Connect to the Internet press Ctrl and click 'find out more'

'The Secrets of Getting Your Bank Manager to Say Yes!'



Struggling to get your Bank Manager to say yes to your loan request? Then you need to know these 'insider secrets' of getting the Bank on your side.

Find out how to negotiate the best deals, how to prepare for the interview, what information your Manager needs, how to read and understand your Annual Accounts.

All you will need to know to impress your Bank Manager is contained within the pages of this 246 page e-book.

Find out more ...

'From the Basement to the Boardroom'



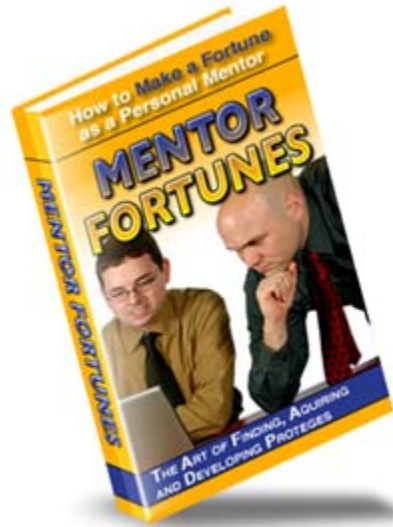
If you've been too intimidated to start your own Internet marketing business because of all the difficulties that come with running one, this is the most important ebook you'll ever read. You will find a detailed, step-by-step action plan, which will show you everything you need to know right down to the very last detail.

You'll learn everything from getting a logo created quickly and cheaply, getting a beautiful, professional website up and running, all the way to how you

should setup your home office and getting setup for taxes.

Find out more ...

'How to Make a Fortune as a Personal Mentor'



How would you like to start earning buckets full of cash simply by teaching other people what you already know by becoming a mentor?

If you're a good gardener, swimmer or driver you can teach these things to people for profit! The trick is learning how to turn those skills into cash...

In 'Mentor Fortunes' you will learn everything you need to know to make a substantial income using only the knowledge that you currently have.

Find our more ...

'How to Market a Small Business for Next to Nothing'



Marketing a small business does not have to be an expensive task. There are plenty of ways to promote for next to nothing (and sometimes nothing at all!).

This e-book contains tips and ideas on how to market your small business on a tight budget. Practical and useable ideas for you and your business

Find out more ...

We are regularly adding new e-books to Small Business Success. Check out the latest e-books at:

http://www.smallbusinesssuccess.biz/small_business_e-books.htm

Want to earn money selling e-books like this? Then sign up for our affiliate program – The Small Business Success Affiliate Program

http://www.smallbusinesssuccess.biz/aff/affiliate_programe.htm

Have you signed up for your **FREE** newsletter?

Don't forget that you can sign up to receive 'Small Business Success' which is a weekly e-zine providing you with a flow of ideas and tips all written to help you and your business be more successful!

When you sign up you will receive a **free** e-book '**How to Maximise Your Web Site's Potential to Earn You Thousands in Sales and Profits!**'

To sign up fill in the form on any page on www.smallbusinesssuccess.biz

Here's what some of our subscribers are saying about Small Business Success ...

"As a small business entrepreneur feeling isolated is often a common occurrence, with help and advice being few and far between. What I have found brilliant about the small business success newsletter was the use of applicable information. Newsletters are far too often heavy reading material which frankly I don't always have time for but with the SBS newsletter you can spend the first few minutes of your day with a cup of coffee reading practical thought provoking pieces which can be applied that very same day."

William Rabie
Managing Director
NEOHEAT
e: william@neoheat.com
www.neoheat.com

"It's really great that a facility like this exists to help SMEs find genuinely useful information & advice on all business related matters. Keep up the good work!"

Jonathan Ambrose

www.interactiveplus.co.uk

"Small Business Success provides important, useful and handy-to-know nuggets of information on almost every aspect of running a small business. I don't need to scour the latest articles or struggle to keep abreast of what's going on that might potentially affect me - because Rob's newsletter has most angles covered. The articles from other small business owners also provide useful food for thought. Highly recommended."

I Bansal

1st Toys Online

www.1st-toys-online.com

"The Small Business Success newsletter makes me stop and think of topics that wouldn't naturally spring to mind in the day to day running of a small business. The useful links provided have also allowed me to investigate things there and then and sometimes really making a difference to the way I do things. The small tip at the end such as making referrals etc have also helped me no end with networking situations, which are the main source of clients for my business. So thanks Rob for your articles and tips!"

Clare Barton

p@ss - The Virtual Assistant Service

www.virtualpass.co.uk

I have run my business for the past 10 years and have learnt a lot since I started, but find your regular newsletter sparks new ideas and often inspires a different approach to a familiar situation. I work with a variety of business owners, from sole traders and professionals to owners of retail outlets and larger businesses and use a mix of marketing, branding and coaching techniques to help my clients achieve business success.

Catriona Campbell

clear thinking communications

clearcatriona@aol.com

www.clearthinkingcoaching.co.uk

"Small Business Success, Your weekly newsletter is a valuable resource for the new small business entrepreneur. Setting up a new business is a daunting and often lonely road to take. Not knowing where to start, who to speak to for advice and guidance coupled with that nagging little voice in the back of one's mind (I call mine 'Harry the Rat') saying "you'll never

do it", can be a real setback and the difference between going forward or giving up. Having to trawl through a minefield of information is both time consuming and sometimes unproductive. Your newsletter and website provides critical information, excellent tips and advice in a concise and unobtrusive manner and is a pleasure to read. Do I recommend Small Business Success? Unreservedly! As for 'Harry the Rat'... move over."

Pauline E Scatterty

Proprietor- Moore Secretarial Services UK

<http://www.moore-secretarial-services.co.uk>