

[SAMPLE COPY FOR WEEKLY NEWSLETTER TARGETED TO AUDIENCE OF PUBLIC TELEVISION SERIES; I DEVELOPED AND IMPLEMENTED THIS PROJECT TO GROW OUR BASE OF ASPIRING ENTREPRENEURS]

THE MONEYHUNT UPDATE

We help grow America's best small businesses

"A smooth sea never made a skillful mariner." - English proverb

CONTENTS:

*8 minutes could equal \$100,000 for your business! Get the scoop.

*Timely advice on the Internet game from Candice Carpenter of iVillage.com

*True stories from other entrepreneurs. They made the goofs so *you* don't have to.

*A limited-time, special offer for creating a "can't miss" business plan that'll knock an investor's socks off – and have him lunging for his checkbook

SURVIVE 8 MINUTES, GET \$100,000!

MoneyHunt's looking for the best new business in America. If its yours, we'll be rewarding you \$100 grand on the spot, along with a boatload of valuable prizes to jumpstart your company – all on national TV. Get the details –and get ready to prove the next great business idea is *yours!*

ASK CLIFF

Got a question about growing your business? We've got answers! Cliff Ennico, co-host of MoneyHunt, is ready to answer your e-mail. You could see your answer here, or featured on our national TV or radio show.

Q: "I'm planning an IPO. Is it necessary to have an underwriter or is a good idea enough?"

Cliff says: A good idea is certainly important, but having an underwriter will give you not only valuable contacts but more credibility in the marketplace when you announce that IPO. Good luck!

HUNTING LESSON #28

Money can come from anywhere. Don't get fixated on an image of the "perfect" investor. If the terms are good and the people check out, try it. After all, money only has one color.

BEEN THERE, DONE THAT: Advice from The Trenches

Candice Carpenter, founder and CEO of cyberspace success story iVillage, has a long history of managing high-octane ventures, including stints with Q2, Time-Life Video and American Express. Here's her take on success in the dot com game...

“I believe that quality of content and creating media brands in cyberspace are essential to the success of any company on the Internet. What makes an Internet company successful as a brand is not a tight business plan or a golden distribution deal, but that the members keep coming back...” There’s more! Get the whole story from Candice, and pick the brains of other winning business people in our Mentor Advice section

REMEMBER THESE TAX TIPS FOR NEXT YEAR

The IRS recognizes these “ordinary and necessary” expenses of running your business, so don’t forget to factor them in at tax time. Of course, always double-check with your accountant for your specific situation:

*Public Relations, Promotions and Marketing: the costs of things like distributing free samples, hiring someone to write press releases or hand out flyers are deductible.

*Trade Shows: whether you’re exhibiting or attending, costs incurred at a trade show are considered business expenses.

*Bank service charges: check your bank statement to see if you’re charged for operating your business accounts. If so, that can be a deduction.

*Internet services: if you use them to help run your business, those monthly charges can be deducted.

*Postage: buy the stamps you use for business correspondence with a credit card to better track this legitimate expense.

“BOY, WISH I’D THOUGHTA THAT!”

1948. George de Mestral is out on a hike. He notices that the burrs sticking to his clothes cling mostly to his fuzzy socks. Hmm, he thinks...if he can make burrs small enough, maybe they’ll stick to flaps of clothing. That “burr” of an idea under George de Mestral’s saddle turned into a little something we call Velcro...and made him a multi-millionaire. The next great business idea is out there—so keep your eyes open!

Already got a million-dollar idea? Give it a test-drive with our Online Focus Group, just one of the MoneyHunt tools for turning your dream into reality.

THIS WEEK’S ENTREPRENEUR POLL

Bill Gates, Jeff Bezos, Richard Branson or Oprah: Whom do you look up to most? Take this week’s poll and let us know!

“Even if you’re on the right track, you’ll get run over if you just sit there.” -- Will Rogers

PLAYING THE GAME: Stories from Other MoneyHunters

Larry Cowsert, former CEO of Newstar, has one of those tales where the idea was just far enough ahead of its time so that many potential backers didn't "get it" resulting in a great product that just couldn't get off the ground in time. What can you learn from his painful experience? Go to our “Best Guest Stories” for the full story and a video clip!

ELIMINATE FATAL GOOFS ON YOUR BUSINESS PLAN – AND SAVE \$100! (not to mention, the deal)

Mike Vermillion, Director of our Business Plan Review service says, “It sounds unbelievable, but one of the most common oversights we spot on business plans is not putting their contact information --- including a FAX and phone number – on the cover.

How's an investor going to write you a check if they don't know how to get back to you?!"

Think you've got every detail on your plan covered? Don't be so sure. That's just one of *many* mistakes Mike sees every day – mistakes that can and do torpedo an entrepreneur's chances. The investor won't tell you what they are – but we will, and before you unwittingly blow your shot.

Before you even think about your next meeting, [click here](#) for more about the MoneyHunt Business Plan Review service – for a limited time, you'll save a hundred bucks!

KUDOS FOR OUR BUSINESS PLAN REVIEW

"Gave us the areas we really had to work on...Worth the money...investors liked the idea that we were willing to make changes to make the plan better – a strong signal that egos won't get in the way in the future..." – Bill Phend, CEO, picdata.com

"Avoiding danger is no safer in the long run than outright exposure. Life is either a daring adventure or nothing." -- Helen Keller

Remember – submit your Online Audition and you could be rewarded with \$100 grand and national exposure for your company! Enter our "Wow! What A Great Idea!" contest!