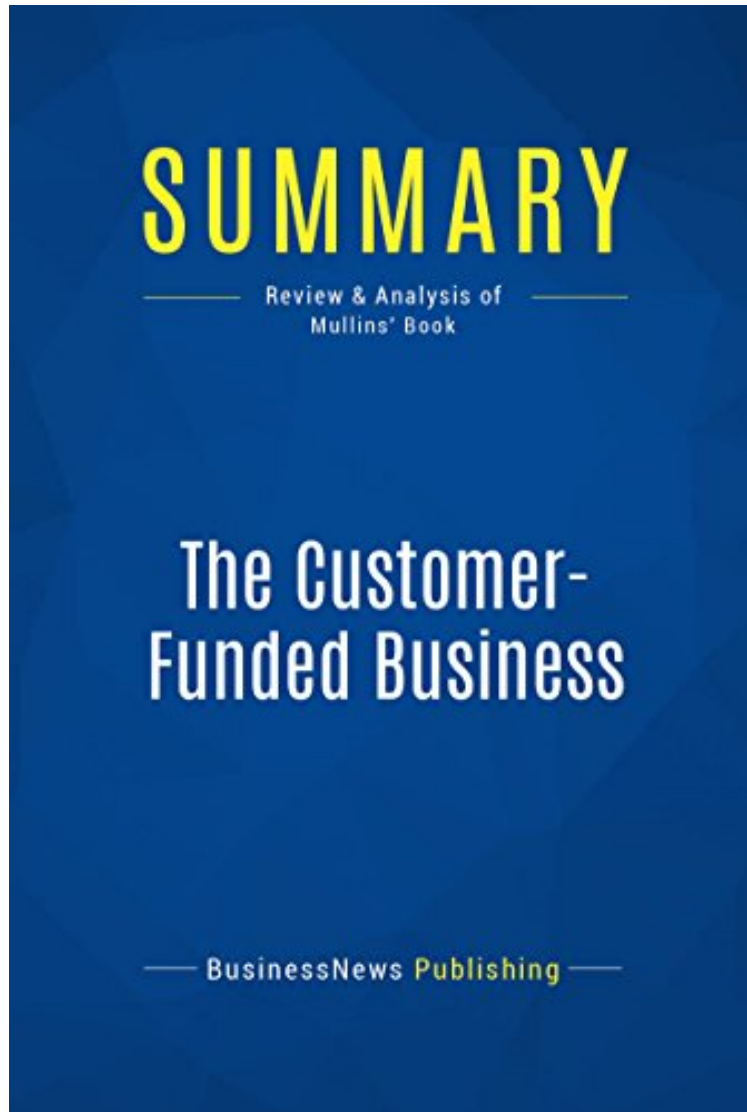


[Online library] Summary: The Customer-Funded Business: Review and Analysis of Mullins' Book

Summary: The Customer-Funded Business: Review and Analysis of Mullins' Book

BusinessNews Publishing
audiobook / *ebooks / Download PDF / ePub / DOC



 Download

 Read Online

#150015 in eBooks 2015-07-01 2015-07-01 File Name: B010QM66HM | File size: 27.Mb

BusinessNews Publishing : Summary: The Customer-Funded Business: Review and Analysis of Mullins' Book before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: The Customer-Funded Business: Review and Analysis of Mullins' Book:

The must-read summary of John Mullins' book: "The Customer-Funded Business: Start, Finance, or Grow Your Company with Your Customers' Cash". This complete summary of the ideas from John Mullins' book "The

Customer-Funded Businessrdquo; tells you to forget about the complicated methods of securing start-up funding. According to Mullins, the best way of getting the funding is from your future customers. If you can find enough customers who will pay for the solution that yoursquo;re offering to their problem, this is the perfect way of starting a customer-funded business. There are five different customer-funded business models: 1. Matchmaker 2. Pay-in-advance 3. Subscription 4. Security/Flash sales 5. Service-to-product This summary will take you through all five of these different business models, giving you all the information you need to decide which approach will work best for you. Added-value of this summary: bull; Save time bull; Stop applying for start-up funding and get the money from your future customers bull; Find out which customer-funded business model is right for your business To learn more, read ldquo;The Customer-Funded Businessrdquo; and find out how you can secure start-up funding from your customers!