







questions are minimal and nothing unpleasant is unearthed in the due diligence phase.

7. *Take advantage of good times.*

When money is flowing, it's more likely that natural wariness and discrimination on the part of investors is low. During boom times, women and minorities have the economy on their side. Now is not the time to hold back and worry - your chances of obtaining financing are never better. Don't be afraid to ride the wave! Conversely, when money is tight, be prepared. Review the above tactics, and redouble your efforts.

Securing angel financing isn't easy for fledgling entrepreneurs. However, it is infinitely more complex for those who aren't like the bulk of the financiers, who are overwhelmingly white and male. Women and minorities need to be prepared for that reality even as they tend to company building basics expected of all entrepreneurs. Understanding and employing the tactics listed above will help even the odds.