

## Taking Your Corporation Public: Political Strategies For Success

Our firm takes small companies and industry genre leaders public in the United States. We specialize in the OTCBB, A to Z facilitation as well as NASDAQ IR and strategies consulting. We work with global corporate entities from Greece to China, from South America to Europe. I say this not to boast or market myself but to give you some comfort that what you are about to read is based purely on experience and absolutely objective and if you are about to take your company public or trying to turn-around or restructure your public entity, this information will be of tremendous help to you.

I see companies rise and fall before and after the 'going public' process. Some companies have great ideas and constantly struggle, some are hardly worth their weight in pocket fuzz but thrive and to understand why we must step back and look at a public and pre public concept as you would a globe that you can set on a desk and spin slowly over and over again. Stand on the desk and kneel on the ground, stand on your hands if you have to and the point of this exercise is to look at your public entity from every imaginable angle searching for any and all chinks in the armor.

Think past the basics of going public. Any informed CEO, COO or CFO of a pre or post public entity will comprehend the basics: you'll have a first round seed capital raise, you'll need a solid board of directors and solid executives with an appealing pedigree, your company needs a viable and yes, 'recession proof' product or service. You need a solid pre public corporate publicity strategy to make your company stand out like a blinding beacon with strategies that wrap around the corporation as well as each executive to increase the market awareness of their existence in the industry power structure and of course you'll need solid and massive post public investor relations to stabilize and grow that stock price.

Now here is something that you may not have taken into consideration but is a necessity to filling in the gaps of your corporate profile as well as strengthening those invisible inferiorities in the corporate armor. Political power structure contacts are a must. Yes, political in every sense of the word. I mean you need strong contacts in your operating country's political electoral system of influence to gain access to those 'no bid' contracts. It's a mandatory evil that separates the men from the boys. Get to know lobbyists, congressmen, political attorneys, senators and most importantly get on a first name basis with the direct executive assistants for each of these players as they are the ones that will make the introductions.

Your face needs to be seen in the papers and journals alongside of these power players. Your name needs to be mentioned in cigar filled rooms where these individuals congregate. Don't think for a second that hard work, blood sweat and tears will get your company to the next level; it's all about connections and the public conception of you and your company.

Simultaneously you need to take into consideration the social political conception of your company. Truth be told, celebrities and corporations get involved with charities and socially conscientious callings such as Poverty Awareness, Haiti Financial Assistance, African Relief and like strategies not necessarily because they have a spiritual awakening and want to make the world a better place.

These companies are piggybacking off of the free press and the social idea that free money to charity somehow justifies the means in which they earned it. Free handout charity affiliation has a way of wiping the slate clean and telling the public that if they buy your product or use your service they are, in some strange way, making the world a better place and instantly something that was once considered a guilty pleasure (such as a \$5 coffee and \$8 scone from Starbucks) is now a socially responsible action because .02 cents per \$20 net profit intake goes to pay for coffee beans that grow in a third world country that is trying to 'get by' and grow organic, whatever.

Going public is one thing, staying public is something entirely different, staying public and profitable is almost unheard of. Increase your chances of success by looking at all the angles!

### About the Author

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