

Title:

Five Ways Small Cap Companies Can Attract Big Investors

Word Count:

1163

Summary:

Start using the proven strategies Wall Street's top companies use. These simple yet effective

Keywords:

Investment stocks shareholder awareness business marketing

Article Body:

If you work for a publicly traded company, there are simple yet effective steps you and your i

[1] Stay One Step Ahead of your Investors ~ Provide accurate and timely information about your

How do most investors tell a good stock from a bad one? They don't it tells them. It tells the

In fact, do that right now. Go online (where most investors conduct their due diligence and ma
If you recently repainted the building; that's great! Brag about it at the next office party.

Also keep your company's website current. Be sure all recent press releases are reflected on

[2] The Whispers of Happy Shareholders can be Deafening

Word of mouth is still the best advertising there is. If you get the chance to speak directly

Remember, your shareholders can promote and discuss your company and its investment potential

If you really want shareholders to get excited enough about your company to tell everyone they

[3] The Hungry Cat Makes the Best Hunter

If a tree falls in the woods and there's no one there to hear it, does it still make a sound?

Nothing discourages current shareholders (as well as potential future ones) more than seeing a

As we discussed earlier, the best way to attract future shareholders is by utilizing current s

[4] Get Organized. Get Ready. Get Going!

All eyes in the room are on you. "Okay Boss, what's the plan?" And then you answer .
Your corporate plan to increase shareholder support and awareness is like a roadmap that detail

This leads us to; "Get Going!" Activity creates productivity and productivity creates new shar

In the beginning, be sure to avoid the getting ready to get ready trap. Once you have the bulk

[5] You Cannot Expect What You Are Not Willing to Inspect

Delegation does not equal leadership. You need to stay updated from those actually implementin

I'm sorry to say the bulk of investor relations duties are often viewed as a necessary evil. H
These simple yet effective steps will have a huge impact on how current shareholders as well a

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