



# **THE For-Profit Grant Writing Guide: The Story of One Company's Transformation Using the Funding Equation**

*Micki Vandello GPC*

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Welcome to *THE For-Profit Grant Writing Guide*. First things first—no, that is *not* a typo in the title. This book is, in fact, a guide to “for-profit” grant writing. Many well-established grant professionals and business leaders don’t even know there are grants available to for-profit organizations, let alone how to apply for them.

But, now that you’ve found this title, and you’re aware that for-profit grants exist, you’re already one step ahead of those other, well-established professionals—and one step closer to achieving your own professional goals.

Easy to read and easy to use, this guidebook helps for-profit leaders and grant writers who are looking to expand their business and maximize their company’s financial potential. It introduces you to the available for-profit grants, details how to find and apply for them, and explains how to avoid some of the common roadblocks or pitfalls you may encounter in the process.

Written by a seasoned businesswoman and certified grant-writing professional, *THE For-Profit Grant Writing Guide* takes a fresh, lighthearted approach to an otherwise heavy topic and is based on practical, hands-on experience. A variety of examples, case studies, and illustrations are provided to enhance your reading experience and your knowledge.

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