



## CERTIFIED CAPITAL RAISING SPECIALIST

### SYLLABUS: CERTIFIED CAPITAL RAISING SPECIALIST – CRN# 44495

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**Program Director:** Richard C. Wilson

**Exam Dates:** Daily

**Email:** [Team@Certification.com](mailto:Team@Certification.com)

**Time:** Self-Paced Program

**Location:** 100% Online

#### **LEARNING PLATFORM INCLUDES:**

50 VIDEO MODULES (DOWNLOAD OR STREAM ONLINE)

10 EXPERT AUDIO INTERVIEWS IN MP3 FORMAT

#### **LEARNING OBJECTIVES OF THE CCRS:**

1. Gain a detailed perspective on what various types of investors expect and want when seeking investments, including the difference between HNW private investors, family offices, and institutional investors.
2. Explore the topics of copywriting, investor avatars, re-marketing, social media, investor funnels, single family offices, master DDQs, and placements agents so you can more swiftly navigate various capital raising tools and methods.
3. Become familiar with the 5-Step system for raising capital as an option to attract investors to the organization you represent vs. calling out or networking to identify and close new investors.
4. Learn essential investment marketing and sales actions that must be taken to properly follow up with investors, many of which are specific to capital raising
5. Familiarize yourself with the fundamentals of capital raising to shine a light on industry myths and common expensive mistakes that almost everyone makes while starting out.

#### **PROGRAM REQUIREMENTS:**

**Self-Management:** The Certified Capital Raising Specialist (CCRS) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of time and effort you put into learning the material, read the required readings and ask questions as they arise.

**MASTER'S CERTIFICATE PROGRAMS:** Accredited Certification Institute is proud to offer several advanced Master's Certificates that require the completion of five programs from Accredited Certification Institute platform.

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<https://Certification.com/Masters>



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*For more information and to register for this self-paced investment banking training and certification program, please visit our website at:*

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