Introduction to Non-Dilutive Funding

What if I told you there's capital What if I told you there's capital available to fund your growing startup available to fund your growing startup without giving up equity?

without giving up equity? Most founders miss it because they're Most founders miss it because they're chasing the wrong signal. chasing the wrong signal.

Today, I'm joined by Danielle Corbett, a Today, I'm joined by Danielle Corbett, a nationally recognized grants strategist nationally recognized grants strategist who has helped founders secure millions who has helped founders secure millions in non-diluted funding by doing one in non-diluted funding by doing one thing exceptionally well, thing exceptionally well, aligning mission, impact, and execution.

aligning mission, impact, and execution. If you are a health, dental, or If you are a health, dental, or impact-driven founder tired of impact-driven founder tired of defaulting to dilution, this defaulting to dilution, this conversation might change how you think conversation might change how you think about funding altogether.

about funding altogether. Stay with us because grants aren't free Stay with us because grants aren't free money. money. money. They are a leadership test.

They are a leadership test.

Guest Introduction and Background

>> Healthcare entrepreneurs, are you ready >> Healthcare entrepreneurs, are you ready to rewrite the rules for your business to rewrite the rules for your business so you can have more time off, a great so you can have more time off, a great team, and more income while creating a team, and more income while creating a positive social impact? Then, you are in positive social impact? Then, you are in the right place. Welcome to The the right place. Welcome to The Providers' Edge. I'm your host, Sabrina Providers' Edge. I'm your host, Sabrina Runbeck. I'm a provider, an Runbeck. I'm a provider, an international peak performance keynote international peak performance keynote speaker, and a best-selling author.

speaker, and a best-selling author. Let's open the gateway to profitability Let's open the gateway to profitability for you today. My guests and I help for you today. My guests and I help healthcare entrepreneurs and startup healthcare entrepreneurs and startup founders like you break through barriers founders like you break through barriers so you can control your business, so you can control your business, control your life, and control your control your life, and control your future. This is your defining moment to future. This is your defining moment to Look who we have here. Danielle Desirée Look who we have here. Danielle Desirée Corbett, she is a former healthcare Corbett, she is a former healthcare grant administrator turned four-time grant administrator turned four-time grant founder, creator, and founder of grant founder, creator, and founder of Grants for Creators. Her newsletter, Grants for Creators. Her newsletter, amazing. So many things that she's able amazing. So many things that she's able to find and for all different sub to find and for all different sub categories and one of the fastest categories and one of the fastest growing grant cheering resources of US growing grant cheering resources of US based creative and small business based creative and small business owners. With over a decade of experience owners. With over a decade of experience in grant space, she helps creatives to in grant space, she helps creatives to get grant by curating 100 plus get grant by curating 100 plus opportunities each month in her popular opportunities each month in her popular newsletter and that I am definitely on newsletter and that I am definitely on it. The two of us met actually through it. The two of us met actually through podcasting. Podcast happens every podcasting. Podcast happens every January for all of us who are about January for all of us who are about leveraging our voices, content, the leveraging our voices, content, the right messages to the forefront and I right messages to the forefront and I truly believe that because when we are truly believe that because when we are speaking specially to the right people, speaking specially to the right people, means if you are talking and

educating, means if you are talking and educating, right? I think in health care we all right? I think in health care we all love to educate. When you are creating love to educate. When you are creating the right educational content to the the right educational content to the people that needs it, then they will people that needs it, then they will actually listen and hear. If we're just actually listen and hear. If we're just creating things that we think is fun and creating things that we think is fun and okay, then if that's your purpose, okay, then if that's your purpose, that's fine, but your subscriber, the that's fine, but your subscriber, the listening might not be there, right? So listening might not be there, right? So even knowing where we needed to be, even knowing where we needed to be, specially for all the innovators out specially for all the innovators out there. Whether you're physician, you are there. Whether you're physician, you are a nurse, you have been exiting company a nurse, you have been exiting company multiple times, we all wanted to find multiple times, we all wanted to find our niche. We all want to find the our niche. We all want to find the crowd, the community because at the end crowd, the community because at the end of the day, all the innovation is for of the day, all the innovation is for the people out there. We want to create the people out there. We want to create impact and then to get started, we need impact and then to get started, we need some cash. And where does this cash come some cash. And where does this cash come from? One way is these non-diluted from? One way is these non-diluted options for grants. So I'm so excited options for grants. So I'm so excited for you to join us and I think we all for you to join us and I think we all have these fun career paths, right? Like have these fun career paths, right?

How Danielle Found Grants

Like I've done medicine for all these years I've done medicine for all these years and pivoting into messaging and scaling and pivoting into messaging and scaling companies and you also pivoted into just companies and you also pivoted into just this specialty for small businesses to this specialty for small businesses to really see the value through grants. So really see the value through grants. So what was the something that happened or what was the something that happened or something that you're just like, "Oh, something that you're just like, "Oh, this is my passion. I really need to this is my passion. I really need to just start chasing after this route.

just start chasing after this route. >> Yeah, you know, I have such a >> Yeah, you know, I have such a interesting backstory, but like today interesting backstory, but like today when I woke up, I was able to share when I woke up, I was able to share three grants with my community, and this three grants with my community, and this lights me up. And in healthcare, so I lights me up. And in healthcare, so I actually wanted to be a physician. So I actually wanted to be a physician. So I went to college, and I kind of had a went to college, and I kind of had a fallback where it's like, I wanted to fallback where it's like, I wanted to have a finance degree and be a have a finance degree and be a physician, but had like a business physician, but had like a business background. So I actually went to background. So I actually went to business school and pre-med at the same business school and pre-med at the same time. But lo and behold, I decided that time. But lo and behold, I decided that medical school and being a physician medical school and being a physician wasn't right for me, but I loved wasn't right for me, but I loved supporting physicians, and I loved that supporting physicians, and I loved that role. So my first job was actually in role. So my first job was actually in research administration, and I was a research administration, and I was a financial analyst at the time. So again, financial analyst at the time. So again, blending that healthcare and finance blending that healthcare and finance together. And pretty much what I was together. And pretty much what I was helping them do at the time was manage helping them do at the time was manage the back end and managing the financials the back end and managing the financials of all the grants that they won at a of all the grants that they won at a medical school, and to me that was medical school, and to me that was incredible and amazing. all of these incredible and amazing. all of these innovative research projects, things innovative research projects, things that will probably come down the line 10 that will probably come down the line 10 years from now, it's starting right here years from now, it's starting right here and right now. But after a little bit of and right now. But after a little bit of time in that role, I decided that I time in that role, I decided that I didn't really understand how to find, didn't really understand how to find, how to get, I was just looking at the how to get, I was just looking at the numbers, and I wanted that larger numbers, and I wanted that larger context. So I moved into a research context. So I moved into a research administrator position as a grant administrator position as a grant administrator, where I was start to administrator, where I was start to finish working with physicians on finish working with physicians on finding funding opportunities, applying finding funding opportunities, applying for them, winning them, managing the for them, winning them, managing the back end. So I have like this back end. So I have like this comprehensive, we call that pre- and comprehensive, we call that pre- and post-award administration experience. So post-award administration experience. So I was doing that

for 7 years. On the I was doing that for 7 years. On the side, I was also travel writing and side, I was also travel writing and podcasting. And around 2020, I just saw podcasting. And around 2020, I just saw a lot of funding opportunities.

a lot of funding opportunities. Everything was closed down during that Everything was closed down during that time, and there was a lot of cash just time, and there was a lot of cash just being thrown out there, and a lot of being thrown out there, and a lot of people were very giving at the time to people were very giving at the time to support businesses closing down, and support businesses closing down, and just again, we remember that time, just again, we remember that time, right? So, I started as a creative right? So, I started as a creative person applying to grants. Mind you, I person applying to grants. Mind you, I have no formal grant writing experience.

have no formal grant writing experience. You know, at the time, I still don't. You know, at the time, I still don't. I've never sitting down to take a formal I've never sitting down to take a formal grant writing class at university or grant writing class at university or anything like that, but I said, you know anything like that, but I said, you know what? I feel like I have a really good what? I feel like I have a really good idea, and I think me and the funder idea, and I think me and the funder match here. So, I pitched myself match here. So, I pitched myself aggressively during that time, and I won aggressively during that time, and I won four consecutive grants back-to-back. I four consecutive grants back-to-back. I was on such a just grant-winning high, was on such a just grant-winning high, and the thing for me is that the veil and the thing for me is that the veil over my eyes was just removed because I over my eyes was just removed because I had all these thoughts that grants are had all these thoughts that grants are only for medical schools and research only for medical schools and research and really like very academic endeavors.

and really like very academic endeavors. And here I am, a podcaster podcasting in And here I am, a podcaster podcasting in my closet, which I still am today. This my closet, which I still am today. This is my closet. Still am today, and people is my closet. Still am today, and people were wanting to support me. They saw the were wanting to support me. They saw the vision, they saw the mission, and that vision, they saw the mission, and that to me was so eye-opening. And since to me was so eye-opening. And since then, I have been applying for grants then, I have been applying for grants ever since. Now, admittedly, some years ever since. Now, admittedly, some years I'm very aggressive. Like right now, I'm I'm very aggressive. Like right now, I'm in my aggressively applying for grant in my aggressively applying for grant stage. Last year, I applied for very stage. Last year, I applied for very few, and I feel like for me, I regret few, and I feel like for me, I regret that. I regret because the landscape has that. I regret because the landscape has changed so much from last year to this changed so much from last year to this year that there's still lots of funding year that there's still lots of funding opportunities available despite the opportunities available despite the government shifts, but still I felt like government shifts, but still I felt like I did not put myself out there enough I did not put myself out there enough last year, and I regret that. So, that's last year, and I regret that. So, that's a bit of my backstory. I kind of a bit of my backstory. I kind of stumbled into research administration. I stumbled into research administration.

Mindset and Grant Search Strategy

I stumbled into winning grants as a stumbled into winning grants as a creative, and since then, I said, And creative, and since then, I said, And what? I find so many opportunities. I what? I find so many opportunities. I just can't keep it to myself. And I just can't keep it to myself. And I can't just keep it on a group chat feed can't just keep it on a group chat feed with all my text messages or all my with all my text messages or all my friends. I got to share this out there.

friends. I got to share this out there. And when I launched a newsletter Grants And when I launched a newsletter Grants for Creators in 2022, the excitement for Creators in 2022, the excitement everyone was just so like "Whoa, I never everyone was just so like "Whoa, I never thought about this. I never seen so thought about this. I never seen so many." And I feel like there's a shift many." And I feel like there's a shift in the culture of how creative people, in the culture of how creative people, small businesses are putting themselves small businesses are putting themselves out there. And I hope that I'm you know, out there. And I hope that I'm you know, one of the people leading that charge.

one of the people leading that charge. >> Yeah, this is very exciting, right? I >> Yeah, this is very exciting, right? I

think all of us have this career pivot think all of us have this career pivot at some point and it's all so everything at some point and it's all so everything that we do is super transferable. And that we do is super transferable. And then we have to give ourselves the trust then we have to give ourselves the trust of let's explore, let's do something of let's explore, let's do something with it. And that's exactly what you've with it. And that's exactly what you've been doing is that "Hey, I'm not a grant been doing is that "Hey, I'm not a grant writer. I've been doing administrator writer. I've been doing administrator side, but I know how to find them. And I side, but I know how to find them. And I can test that and try it." And then even can test that and try it." And then even saying to people we need to keep a saying to people we need to keep a abundance mindset. Last year, despite of abundance mindset. Last year, despite of how tough the political changes have how tough the political changes have been and what we're voting and feeling been and what we're voting and feeling the stress of the foreign wars, US the stress of the foreign wars, US contribution, whatever that is, but contribution, whatever that is, but there's still subset of people that there's still subset of people that really is about supporting the exact really is about supporting the exact sector that you are in, right? And sector that you are in, right? And therefore, we can find those sectors.

therefore, we can find those sectors. There's plenty of money. And I believe There's plenty of money. And I believe in the investor landscape. Yes, we do a in the investor landscape. Yes, we do a lot of finding the right angels, family lot of finding the right angels, family office, a VC to match with our office, a VC to match with our innovation companies, right? But that innovation companies, right? But that process is the purpose of matchmaking.

process is the purpose of matchmaking. It's not just "Oh, I can't get a check." It's not just "Oh, I can't get a check." right? Most startups say "They're also right? Most startups say "They're also supportive me, but no one writing me a supportive me, but no one writing me a check." And we're thinking you're check." And we're thinking you're probably because you're looking for the probably because you're looking for the wrong people or the way that you're wrong people or the way that you're presenting yourself just like on a grant presenting yourself just like on a grant application probably wasn't putting application probably wasn't putting yourself in the best light or clear yourself in the best light or clear enough to show the value of what you're enough to show the value of what you're doing. Right? So it's definitely a skill doing. Right? So it's definitely a skill set in how to find the right application set in how to find the right application just like how you're supposed to find just like how you're supposed to find the right investor, the right clients, the right investor, the right clients, right? Getting into their psyche, what right? Getting into their psyche, what do they want? How do you matching those do they want? How do you matching those process and then spending the right time process and then spending the right time and not feeling like I'm just applying and not feeling like I'm just applying everywhere. I'm just going to talk to everywhere. I'm just going to talk to everybody and then they get discouraged, everybody and then they get discouraged, but it's actually the method wasn't but it's actually the method wasn't matching where they need to go, right?

matching where they need to go, right? So I know you have such a skill set of So I know you have such a skill set of putting that newsletter together and putting that newsletter together and there's so many different categories there's so many different categories that are in health and wellness, they that are in health and wellness, they are in creative, right? They are in are in creative, right? They are in women's leaders and women of color or women's leaders and women of color or all those different sectors. What do you all those different sectors. What do you say to people who are looking for these say to people who are looking for these grants? What are some of the tips that grants? What are some of the tips that you will want to share?

you will want to share? >> Yeah, absolutely. So I kind of want to >> Yeah, absolutely. So I kind of want to circle back to what you were saying that circle back to what you were saying that it all starts with your mindset. One, it all starts with your mindset. One, knowing that grant funding exists and knowing that grant funding exists and grant funding is a pot of money that we grant funding is a pot of money that we call I call free money with strings call I call free money with strings attached. So indeed it is free. However, attached. So indeed it is free. However, there are eligibility requirements, there are eligibility requirements, there are typically spending there are typically spending restrictions, and each grant funder is restrictions, and each grant funder is looking to further their specific looking to further their specific mission. And as a grant recipient or mission. And as a grant recipient or applicant, what we're doing is we are applicant, what we're doing is we are showcasing how we can help further their showcasing how we can help further their mission by the products that we're mission by the products that we're creating, the community that we're creating, the community that we're building, and the services that we are building, and the services that we are providing. So this is huge.

providing. So this is huge. Understanding that grant funding exists, Understanding that grant funding exists, there's strings attached, and that's there's strings attached, and that's part one of it. When it comes to part one of it. When it comes to actually finding those grants, I want actually finding those grants, I want you to first, before you do a Google you to first, before you do a Google search, because I think Google can help search, because I think Google can help you, but it can also be overwhelming and you, but it can also be overwhelming and hurt your research efforts if you're not hurt your research efforts if you're not using it strategically. So, I recommend, using it strategically. So, I recommend, before you sit down and do a search, before you sit down and do a search, make a list of things about you and your make a list of things about you and your organization and what you're looking to organization and what you're looking to fund. So, who you are as a person, a lot fund. So, who you are as a person, a lot of times grant funders are looking to of times grant funders are looking to fund, let's say a woman or woman of fund, let's say a woman or woman of color or a specific demographic. So, color or a specific demographic. So, write that information down about write that information down about yourself. Secondly, you want to think yourself. Secondly, you want to think about, what am I creating? Is it about, what am I creating? Is it product? Is it a service? And who is on product? Is it a service? And who is on the other side of that? Who is receiving the other side of that? Who is receiving this, which is our community, right? A this, which is our community, right? A lot of grant funders want to know the lot of grant funders want to know the impact. I cannot stress to tell you how impact.

Niche Targeting and Grant Fit

I cannot stress to tell you how many times I see the word impact on a many times I see the word impact on a grant application, because all of these grant application, because all of these funders want to know and they want to funders want to know and they want to trust that if they give you this money, trust that if they give you this money, that something's going to happen, some that something's going to happen, some change is going to happen, there's going change is going to happen, there's going to be growth, there's going to be to be growth, there's going to be assistance, there's going to be assistance, there's going to be something transformative. So, something transformative. So, understanding your impact and writing understanding your impact and writing that down on your piece of paper, that down on your piece of paper, really, really important. With those really, really important. With those things together, not only like you as a things together, not only like you as a person and as a founder, but also the person and as a founder, but also the products that you create, the service products that you create, the service you provide and also the impact, right you provide and also the impact, right there you have about 75% of your there you have about 75% of your application already done, to be honest.

application already done, to be honest. Because they're typically asking you the Because they're typically asking you the same questions. Who are you? What do you same questions. Who are you? What do you do? Who do you support and what's your do? Who do you support and what's your impact? But for this exercise, writing impact? But for this exercise, writing all these notes down, and I just say all these notes down, and I just say bullet point list, this is what I call bullet point list, this is what I call your keyword bank. So, when you're going your keyword bank. So, when you're going to do your search in Google, for to do your search in Google, for example, you're not just typing in example, you're not just typing in small business grants or startup grants.

small business grants or startup grants. You're being more specific based off of You're being more specific based off of the topics that you cover, the community the topics that you cover, the community that you're impacting based on your that you're impacting based on your location, based off who you are as a location, based off who you are as a founder. If you're from a marginalized founder. If you're from a marginalized community, for example, the more community, for example, the more specific and niche our searches are, the specific and niche our searches are, the less opportunities you'll find, but the less opportunities you'll find, but the more golden ones because they're very, more golden ones because they're very, you know, very specific. And you're not you know, very specific. And you're not wasting time going through page 30 on wasting time going through page 30 on Google, you know? So, that clarity Google, you know? So, that clarity within yourself is so critical and so within yourself is so critical and so key before you even sit down and do key before you even sit down and do anything at that point.

anything at that point. >> Exactly. It's true alignment, right? I >> Exactly. It's true alignment, right? I think it this is the same process we think it this is the same process we have to keep in mind, no matter if have to keep in mind,

no matter if you're are applying to a grant, going you're are applying to a grant, going after investor, or going after a after investor, or going after a potential clientele. And I think too potential clientele. And I think too many times people get confused and many times people get confused and they're like, "Well, we can apply they're like, "Well, we can apply everywhere. Everyone would want our everywhere. Everyone would want our product. Everyone will benefit from." product. Everyone will benefit from." But if you spread the net too wide, But if you spread the net too wide, guess what? You're not going to catch guess what? You're not going to catch any fish because you can't you don't any fish because you can't you don't even know where to reel them in, right?

even know where to reel them in, right? So, the challenge for a lot of people is So, the challenge for a lot of people is the niche down part. What's the profile the niche down part. What's the profile that best describe you, the best that best describe you, the best describe your service of this specific describe your service of this specific impact? Due to we are always going to impact? Due to we are always going to follow up in Well, there's always follow up in Well, there's always competition. So, how come people need to competition. So, how come people need to support your company, your service, your support your company, your service, your product versus someone else's, right? If product versus someone else's, right? If you're not that dialed in, then how you're not that dialed in, then how would they know to support you, give you would they know to support you, give you the money to do it versus they can the money to do it versus they can simply give to someone else, right?

simply give to someone else, right? Who's the next applicant. So, be so Who's the next applicant. So, be so granular, right? Something I talk about granular, right? Something I talk about is this five level of heat buyer matrix, is this five level of heat buyer matrix, right? Level one is the people who's right? Level one is the people who's like, I don't even know I have a like, I don't even know I have a problem, right? Like, they're in their problem, right? Like, they're in their own la-la land, let them be, right? And own la-la land, let them be, right? And I don't like it when people's like, I don't like it when people's like, "Sabrina, we have to really educate the "Sabrina, we have to really educate the market." Well, you're in the wrong market." Well, you're in the wrong market then, right? I like if you have market then, right? I like if you have to do all that work. And then level two to do all that work. And then level two is those people who's like, "Little is those people who's like, "Little dabbler. Oh, really? I can do that?" dabbler. Oh, really? I can do that?" right? Like, for example, one of the right? Like, for example, one of the thing that we helped is a transdermal thing that we helped is a transdermal patch, right? A pain control and patch, right? A pain control and medication absorption. And so, if that's medication absorption. And so, if that's the case, people just like, "Well, I got the case, people just like, "Well, I got a shot, whatever," right? Like, we got a shot, whatever," right? Like, we got flu shots, and they don't even think flu shots, and they don't even think about that it can be something they can about that it can be something they can use to prevent pain. Now, it's not in use to prevent pain. Now, it's not in their sphere to even seek to pay that, their sphere to even seek to pay that, right? And so, that's level two. Level right? And so, that's level two. Level three is like, "I don't like getting three is like, "I don't like getting injections. Is there like a cold spray I injections. Is there like a cold spray I can put on or something else I can like can put on or something else I can like put on afterwards that can prevent it," put on afterwards that can prevent it," right? So, level three is start like right? So, level three is start like seeking solution, but they're not seeking solution, but they're not exactly The pain point is not strong exactly The pain point is not strong enough for them to buy, to do something enough for them to buy, to do something about. Level four, people start like about. Level four, people start like comparing, right? Do you want to take a comparing, right? Do you want to take a pill to support myself? A some kind of pill to support myself? A some kind of pain spray? A numbing agent, right? A pain spray? A numbing agent, right? A patch, whatever, right? They start patch, whatever, right? They start really thinking about it. And then level really thinking about it. And then level five people is they also have the five people is they also have the urgency. Oh, now I'm ready for my next urgency. Oh, now I'm ready for my next appointment. I need this, right? And appointment. I need this, right? And they also I think what most people they also I think what most people forgetting is the wow factor. And I forgetting is the wow factor. And I believe wow factor go both way, right?

believe wow factor go both way, right? That you have the wow, the founding That you have the wow, the founding agency to say how you really truly stand agency to say how you really truly stand out. You're really that much better, out. You're really that much better, easier, more compliant to things, right?

easier, more compliant to things, right? Really filling a gap than your Really filling a gap than your competitors. And also, you have to feel competitors. And also, you have to feel wow by them, right? Why take out a wow by them,

right? Why take out a check? Why take out things that you're check? Why take out things that you're supporting their mission if their supporting their mission if their mission not aligned with your mission, mission not aligned with your mission, right? So, that well factor and urgency right? So, that well factor and urgency has to be there before anybody make a has to be there before anybody make a decision. So, unfortunately, I think decision. So, unfortunately, I think that's the caught up is we have to do that's the caught up is we have to do research where we have to have research where we have to have conversation to understand what those conversation to understand what those things are, right? So, that means what things are, right? So, that means what I'm hearing you're saying is that we I'm hearing you're saying is that we needed to be very granular on our needed to be very granular on our keywords, so that when we're searching, keywords, so that when we're searching, we are actually targeting them. And when we are actually targeting them. And when we're applying, we really needed to we're applying, we really needed to stand out for where we need to be. Any stand out for where we need to be. Any other thing in terms of I also heard other thing in terms of I also heard people saying, usually once you start people saying, usually once you start applying to many grants, there's almost applying to many grants, there's almost like it seems like follow the same like it seems like follow the same trend, right? And so, same format. What trend, right? And so, same format. What are some of those things people need to are some of those things people need to pay attention to?

pay attention to? >> Yes, absolutely. So, I really feel like >> Yes, absolutely. So, I really feel like once you see, let's say, five grant once you see, let's say, five grant applications, you've probably seen them applications, you've probably seen them all.

all. all. They are just asking questions They are just asking questions specifically that they care about. So, specifically that they care about. So, they want They're asking questions that they want They're asking questions that they care about. That's number one. So, they care about. That's number one. So, they're not asking things that they they're not asking things that they don't, you know, that's not important to don't, you know, that's not important to them. But, overall, there are core them. But, overall, there are core things. So, number one, you have the things. So, number one, you have the announcement, which is where they're announcement, which is where they're telling you about the actual grant. And telling you about the actual grant.

Reading Grant Terms and Judging Criteria

And a lot of times, they're explaining to a lot of times, they're explaining to you the reason why they're allocating you the reason why they're allocating this funding. So, for example, there's a this funding. So, for example, there's a grant that I'm going to be working on grant that I'm going to be working on this week. The whole beginning part this week. The whole beginning part where they introduced this pilot where they introduced this pilot program, they're telling me that, "Hey, program, they're telling me that, "Hey, we want to help creators share factual we want to help creators share factual information, and here's why." They may information, and here's why." They may even throw out some stats at you. Like, even throw out some stats at you. Like, they understand that there's a gap, and they understand that there's a gap, and they're giving this funding to fill that they're giving this funding to fill that gap through you, for example. So, look gap through you, for example. So, look at the grant application, look to see at the grant application, look to see eligibility criteria. That is very eligibility criteria. That is very important. It's a balance between when important. It's a balance between when you're looking at the eligibility you're looking at the eligibility criteria, you want to make sure you fit criteria, you want to make sure you fit every single bullet point there.

every single bullet point there. However, you also want to read between However, you also want to read between the lines as well. Because a lot of the lines as well. Because a lot of times what I see small businesses and times what I see small businesses and creators do is they say, "Well, there's creators do is they say, "Well, there's no writer. There's no podcaster. There's no writer. There's no podcaster. There's no filmmaker in the eligibility no filmmaker in the eligibility criteria. It's not stated plain English criteria. It's not stated plain English that this is who they're looking for, so that this is who they're looking for, so they don't apply." Which is not true.

they don't apply." Which is not true. So, I think of us as creatives, we're So, I think of us as creatives, we're all small business owners, you know, all small business owners, you know, like that is number one. Look it up with like that is number one. Look it up with IRS. It will say, whatever it says, it's IRS. It will say, whatever it says, it's probably you. But number two, it's that probably you. But number two, it's that the medium that you're creating your the medium that you're creating your work or the product that you're creating work or the product that you're creating or

the service you're providing is your or the service you're providing is your vehicle to change. Now, a lot of funders vehicle to change. Now, a lot of funders don't care what that vehicle looks like.

don't care what that vehicle looks like. It could look like a dermal patch. It It could look like a dermal patch. It could look like a pill. It could look could look like a pill. It could look like an app. It could look like an like an app. It could look like an actual consultation. It doesn't actual consultation. It doesn't typically matter how you present the typically matter how you present the solution. What matters is that you are solution. What matters is that you are providing the solution that's having an providing the solution that's having an impact to your community. So, when you impact to your community. So, when you talked about education, I think that's talked about education, I think that's something that I'm doing all the time is something that I'm doing all the time is letting people know, "Yes, eligibility, letting people know, "Yes, eligibility, you want to look at the bullet points, you want to look at the bullet points, and you want to say, 'This is me. This and you want to say, 'This is me. This is me. This is me. This is me.' But do is me. This is me. This is me.' But do not put yourself in this box where not put yourself in this box where you're like, 'It doesn't say this. It you're like, 'It doesn't say this. It doesn't say health and wellness, so I'm doesn't say health and wellness, so I'm not going to pitch my health and not going to pitch my health and wellness idea.' Okay? So, you have to wellness idea.' Okay? So, you have to have an open mind and just believe that have an open mind and just believe that they have an open mind as well as long they have an open mind as well as long as your missions match. An analogy that as your missions match. An analogy that I have is you and the funder are in I have is you and the funder are in Times Square about to put up a billboard Times Square about to put up a billboard together, and you're about to invest together, and you're about to invest $30,000 for this billboard, right? For $30,000 for this billboard, right? For example. That billboard test is example. That billboard test is important. So, if you and the funder important. So, if you and the funder could be on the billboard together, then could be on the billboard together, then you hit it on the nail on the head. You you hit it on the nail on the head. You should go probably go for it all gas, no should go probably go for it all gas, no brakes there. However, if you look brakes there. However, if you look between the lines, you look at their between the lines, you look at their mission, you look at their about page, mission, you look at their about page, and you're like, and you're like, "Uh, we don't really match here. We "Uh, we don't really match here. We don't really mesh here." And you feel don't really mesh here." And you feel like you're forcing it, you're not going like you're forcing it, you're not going to be on a billboard together, then skip to be on a billboard together, then skip it. So, I think that's like the it. So, I think that's like the granular, we have to be savvy where granular, we have to be savvy where we're looking, but we're also reading we're looking, but we're also reading between the lines, we're doing a between the lines, we're doing a billboard test, we're making sure that billboard test, we're making sure that we can fulfill the mission that they we can fulfill the mission that they have. And then, lastly, I want to also have. And then, lastly, I want to also stress the importance of looking at the stress the importance of looking at the terms and conditions for each grant terms and conditions for each grant application. You want to make sure application. You want to make sure you're reading to make sure that perhaps you're reading to make sure that perhaps they're not going to like take your they're not going to like take your proprietary information and run with it, proprietary information and run with it, right? You want to make sure that's right? You want to make sure that's important. But, a lot of times, in the important. But, a lot of times, in the terms and condition, there's a judging terms and condition, there's a judging criteria. Where, in the actual criteria. Where, in the actual announcement of the grant, they won't announcement of the grant, they won't tell you exactly how they're grading tell you exactly how they're grading each application, but in the terms and each application, but in the terms and conditions, they will have a judging conditions, they will have a judging section, and sometimes they'll tell you section, and sometimes they'll tell you "60% of your responses should show "60% of your responses should show impact. Should show how you are impact. Should show how you are transforming your community with transforming your community with tangible numbers." So, when you go back tangible numbers." So, when you go back to your application, you need to go back to your application, you need to go back and say, "Am I doing this to meet the and say, "Am I doing this to meet the criteria?" So, that to me is like a criteria?" So, that to me is like a next-level thing that I've been doing a next-level thing that I've been doing a lot this year is just going to the terms lot this year is just going to the terms and conditions and looking to see and conditions and looking to see exactly what the judges care about. For exactly what the judges care about. For example, there was a grant I applied example, there was a grant I applied for, $100,000, big opportunity. They for, $100,000, big opportunity.

Time Management and Application Efficiency

They said in the grant terms and conditions, said in the grant terms and conditions, "Do not include your business

name. Do "Do not include your business name. Do not include your name. We want to keep not include your name. We want to keep this anonymous for our reviewers." Now, this anonymous for our reviewers." Now, if I would have just applied because it if I would have just applied because it was just a very simple application, a was just a very simple application, a quick one, two, three questions, I quick one, two, three questions, I probably would have dropped my business probably would have dropped my business name, right? But, I didn't because I name, right? But, I didn't because I read the terms and conditions. So, take read the terms and conditions. So, take that additional step to make sure you that additional step to make sure you know what is being judged upon. I do know what is being judged upon. I do want to circle back a couple things that want to circle back a couple things that you mentioned. I want to say that in you mentioned. I want to say that in addition to mindset, in addition to all addition to mindset, in addition to all the logistics, grant applications are the logistics, grant applications are time-consuming. A lot of times you'll time-consuming. A lot of times you'll see in grant application they're like, see in grant application they're like, "It only takes 5 minutes." "It only takes 5 minutes." Multiply that by six. That's me. That's Multiply that by six. That's me. That's my multiplier right now. Whatever they my multiplier right now. Whatever they say it's going to take, it takes me six say it's going to take, it takes me six times longer to submit or you know, from times longer to submit or you know, from start to finish to submit. And I'm not start to finish to submit. And I'm not the fastest writer. I do use AI tools to the fastest writer. I do use AI tools to help me and support my applications, help me and support my applications, that kind of thing.

that kind of thing. It's time-consuming. So, it's not a It's time-consuming. So, it's not a spray and pray and just kind of put spray and pray and just kind of put yourself out there for everything and yourself out there for everything and everyone, like you mentioned, Sabrina.

everyone, like you mentioned, Sabrina. It's about finding the ones that really It's about finding the ones that really call to you and that really fit. Of all call to you and that really fit. Of all the grants that I've won, I've always the grants that I've won, I've always felt deep inside like felt deep inside like I am this has my name on it. I am going I am this has my name on it. I am going to win. You know, that's the feeling. I to win. You know, that's the feeling. I feel like it's innate in me, but it feel like it's innate in me, but it could also be delusional, too. It'd be could also be delusional, too. It'd be like, I'm you know, it doesn't matter.

like, I'm you know, it doesn't matter. I'm going to win. Like it could be all I'm going to win. Like it could be all of those things, but it is of those things, but it is time-consuming. But, I also say here to time-consuming. But, I also say here to put a timer on.

put a timer on. People complain to me that, "Oh, I don't People complain to me that, "Oh, I don't apply for grants. It's so apply for grants. It's so time-consuming." Personally for me, it time-consuming." Personally for me, it takes me anywhere from 1 hour to 3 and takes me anywhere from 1 hour to 3 and 1/2 hours to complete a grant 1/2 hours to complete a grant application. And before I was timing it, application. And before I was timing it, I didn't know. So, I was just sipping I didn't know. So, I was just sipping the Kool-Aid that, "Ooh, it's grants are the Kool-Aid that, "Ooh, it's grants are time-consuming." Not really. 3 hours for time-consuming." Not really. 3 hours for $5,000? 3 hours of work for $20,000? 3 $5,000? 3 hours of work for $20,000? 3 hours of work for $100,000?

hours of work for $100,000? I don't know where you could get those I don't know where you could get those odds. I really don't know, okay? I've odds. I really don't know, okay? I've been a creator for a long time. So, you been a creator for a long time. So, you have to create these systems for have to create these systems for yourself. You have to start tracking yourself. You have to start tracking how much time it takes you, the ROI. To how much time it takes you, the ROI. To me, 3 hours for $5,000, I'm ready for me, 3 hours for $5,000, I'm ready for it, okay? I'm going to put my 3 hours in it, okay? I'm going to put my 3 hours in if I feel like I'm a good fit. These are if I feel like I'm a good fit. These are the things I think that people miss that the things I think that people miss that they should definitely keep in mind.

they should definitely keep in mind. >> Oh, yeah, the productivity part of >> Oh, yeah, the productivity part of startups is huge. We constantly have startups is huge. We constantly have people pitching our workshop, pitching people pitching our workshop, pitching our investors, where we will do free our investors, where we will do free events just so they can be in front of events just so they can be in front of these investors, but then that's also these investors, but then that's also guess what? My testing. If you don't guess what? My testing. If you don't read all my

instructions and you read all my instructions and you complain about it because you didn't complain about it because you didn't read instructions, that's not a good read instructions, that's not a good look for you as a startup, especially look for you as a startup, especially when people tell me um I'm applying to when people tell me um I'm applying to so many grants and having so many so many grants and having so many conversations. Is that a good thing? Not conversations. Is that a good thing? Not necessarily if you're not closing them.

necessarily if you're not closing them. So, it's actually how we use our time So, it's actually how we use our time wisely. And perhaps sometimes hire a VA wisely.

Newsletter Resources and Grant Season

And perhaps sometimes hire a VA that's $10 an hour to do the research so that's $10 an hour to do the research so they can give you some kind of analysis they can give you some kind of analysis and then you can do the next step of and then you can do the next step of actually applying, right? And knowing actually applying, right? And knowing how to build and leverage all of the how to build and leverage all of the people resource tools Janel mentioned people resource tools Janel mentioned AI. Yeah, AI. The right keywords, the AI. Yeah, AI. The right keywords, the right question you're going to ask, then right question you're going to ask, then they're going to put out the good things they're going to put out the good things back to you. If you're too broad, then back to you. If you're too broad, then AI doesn't know what you want and then AI doesn't know what you want and then of course they're not going to give you of course they're not going to give you the right application or the wording, the right application or the wording, the things that you want, right? So, be the things that you want, right? So, be very intentional about what you put for very intentional about what you put for your time. Like for me, typically I your time. Like for me, typically I block out Wednesday for my personal day block out Wednesday for my personal day because I know I have to give myself a because I know I have to give myself a day to concentrate. Otherwise, I'm day to concentrate. Otherwise, I'm back-to-back on consultation calls, back-to-back on consultation calls, evaluating applicants, working with evaluating applicants, working with them, right? So, you have to allow them, right? So, you have to allow yourself to whether it is like yourself to whether it is like calculating your peak performance time, calculating your peak performance time, morning, midday, afternoon, block those morning, midday, afternoon, block those out or block out one day like I do. This out or block out one day like I do. This is only dedicated for grant writing or is only dedicated for grant writing or for creative work, right? And knowing for creative work, right? And knowing how to keep yourself afloat, it is so how to keep yourself afloat, it is so crucial in anything that you do. And set crucial in anything that you do. And set a timer is such a great idea. So, a timer is such a great idea. So, Daniela, as we wrap up, tell us more Daniela, as we wrap up, tell us more about your newsletter. How people get about your newsletter. How people get access to uh access to uh how they can best use it.

how they can best use it. >> Yes, thank you again for this >> Yes, thank you again for this opportunity. So, you can connect with me opportunity. So, you can connect with me over at grantsforcreators.com.

over at grantsforcreators.com. I publish a monthly newsletter where I publish a monthly newsletter where from the 1st of the month all the way to from the 1st of the month all the way to the end of the month, I will share with the end of the month, I will share with you everything that I find in the you everything that I find in the creative space. So, this could look like creative space. So, this could look like podcasters, writers, journalists, podcasters, writers, journalists, filmmakers, hobbyists, all the way to filmmakers, hobbyists, all the way to you doing this full-time. Like anything you doing this full-time. Like anything that has a dollar attached to it, I am that has a dollar attached to it, I am sharing that with you. Typically, I'm sharing that with you. Typically, I'm able to find 100 grant opportunities per able to find 100 grant opportunities per month, which is really great. And I want month, which is really great. And I want to let you know that Q4 is grant season.

to let you know that Q4 is grant season. So, this is when a lot of funders are So, this is when a lot of funders are trying to spend the money before tax trying to spend the money before tax season, before the end of the year. So, season, before the end of the year. So, you will see a flurry of applications you will see a flurry of applications and opportunities at this time. So, make and opportunities at this time. So, make sure Q4 you give yourself a bit more sure Q4 you give yourself a bit more space, spaciousness, so that you could space, spaciousness, so that you could put your head down and really work on put your head down and really work on these things. And on my site, these things. And on my site, grantsforcreators.com, there's also grantsforcreators.com, there's also quite a bit of

resources. Whether you're quite a bit of resources. Whether you're looking for, "Okay, how do I drill down looking for, "Okay, how do I drill down and find my keywords?" I have a keyword and find my keywords?" I have a keyword bank workbook for you there. I have lots bank workbook for you there. I have lots of like grant writing workshops and just of like grant writing workshops and just tools to help you along the journey, cuz tools to help you along the journey, cuz everyone's kind of stuck point may be a everyone's kind of stuck point may be a little bit different. But I do all the little bit different. But I do all the research myself. AI right now is not research myself. AI right now is not great at finding grants. It's literally great at finding grants. It's literally heads down. And overall, I save every heads down. And overall, I save every subscriber around 20 hours of research a subscriber around 20 hours of research a week. So, don't do the research, just week. So, don't do the research, just sit down, look at what I find, and then sit down, look at what I find, and then your job is to apply. I find, you apply.

your job is to apply. I find, you apply. >> Exactly. Know how to save you guys time, >> Exactly. Know how to save you guys time, right? As we mentioned, she got all the right? As we mentioned, she got all the resources. You just know how to apply.

resources. You just know how to apply. And then, one last question before we And then, one last question before we jump off is that us healthcare jump off is that us healthcare innovators, right? How do we best innovators, right? How do we best leverage that list when it comes to leverage that list when it comes to creators?

creators? creators? >> I think it really depends on what you're >> I think it really depends on what you're looking to fund because there could be looking to fund because there could be like an intersection because maybe like an intersection because maybe you're a healthcare innovator, but you you're a healthcare innovator, but you write articles or you do freelance write articles or you do freelance writing, for example. There may be a writing, for example. There may be a journalist opportunity for you that you journalist opportunity for you that you could have and incorporate that medical could have and incorporate that medical lens. So, look for those kind of in lens.

Final Advice for Healthcare Innovators

So, look for those kind of in between. Let's say you want to do a between. Let's say you want to do a podcast, but you don't necessarily have podcast, but you don't necessarily have the direction or guidance. You may the direction or guidance. You may decide, you know what? I'm going to decide, you know what? I'm going to pitch this healthcare podcast and get my pitch this healthcare podcast and get my pilot, you know, taken care of and learn pilot, you know, taken care of and learn at the same time. So, I think it's not at the same time. So, I think it's not only arts, but it's also the media only arts, but it's also the media landscape. There's arts grants and landscape. There's arts grants and there's also media grants. And look for there's also media grants. And look for the ones that kind of have this in the ones that kind of have this in between where you can further your between where you can further your mission, but still use that creativity mission, but still use that creativity along the way as well.

along the way as well. >> Correct. I think of all of us as a >> Correct. I think of all of us as a business have content creation arm. And business have content creation arm. And that's how we share information about that's how we share information about who we are, what this mission about. So, who we are, what this mission about. So, because of that, you can apply to these because of that, you can apply to these creative grants. And then, if you creative grants. And then, if you haven't thought about that, this is haven't thought about that, this is another source. So, can't wait for another source. So, can't wait for everyone.

everyone. everyone. >> Also, I just wanted to just jump in and >> Also, I just wanted to just jump in and say that that's just one arm. Another say that that's just one arm. Another arm is small business grants, like we arm is small business grants, like we mentioned earlier. It's like, you know, mentioned earlier. It's like, you know, there are funding opportunities that there are funding opportunities that just fund a brilliant idea. You have just fund a brilliant idea. You have that brilliant idea in you. You can that brilliant idea in you. You can apply for those, right? All the way to apply for those, right? All the way to multi-million dollar businesses. So, multi-million dollar businesses. So, just keep an open mind. I think that's just keep an open mind. I think that's my main takeaway. Keep an open mind. And my main takeaway. Keep an open mind. And as you start looking at the grants list, as you start looking at the grants list, you will start to expand and be like, you will start to expand and be like, "Ooh, this is interesting. Never thought "Ooh, this is interesting. Never thought about this before." You may spark about this before." You may

spark something new. So, just keep an open something new. So, just keep an open mind overall.

mind overall. >> Perfect. Yes. No matter what, right? >> Perfect. Yes. No matter what, right? Creativity is all about being Creativity is all about being open-minded. And that's how we are going open-minded. And that's how we are going to connect with the right resources and to connect with the right resources and funding to grow your impact. So, funding to grow your impact. So, everyone, go to grantforcreators.com everyone, go to grantforcreators.com to really find all those resources and to really find all those resources and start applying and dedicate some time to start applying and dedicate some time to figure out which is the right alignment figure out which is the right alignment and then use the resources existing to and then use the resources existing to find your keywords. And I we can't wait find your keywords. And I we can't wait to see which ones you guys have applied to see which ones you guys have applied and which one has been successful. Make and which one has been successful. Make sure to comment underneath wherever sure to comment underneath wherever you're listening, watching this, or you're listening, watching this, or simply post on LinkedIn, tag us, and simply post on LinkedIn, tag us, and then we would love to continue to then we would love to continue to support you in the future of creating support you in the future of creating better health care altogether. Until better health care altogether. Until next time. Bye, guys.

next time. Bye, guys. Thank you for listening. Remember, the Thank you for listening. Remember, the positive change we're seeking starts positive change we're seeking starts right here with me and you. If you are a right here with me and you. If you are a fan of the show or if you are just fan of the show or if you are just having struggles or success that you're having struggles or success that you're either experiencing in the past or are either experiencing in the past or are experiencing now in the health care experiencing now in the health care industry, these matter to all of us. I industry, these matter to all of us. I want to hear from you. Visit want to hear from you. Visit sabrinarombach.com/connect