



HOW TO WRITE AN EFFECTIVE BUSINESS PLAN

John Cornwall

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To start any business you need a Business Plan. But many people have never written, or even read, a business plan. So if you are wanting to start a business, and especially if you will need to raise funds, you must first write your Plan.

How To Write An Effective Business Plan is designed to guide the beginner right through the process of writing their Plan, and this plan will be aimed at getting the investment needed to start the business.

This is not a weighty volume filled with every aspect of business planning, it is a concise 'workshop' manual with no jargon or 'trade' language. It has examples of what is required for every section of your Plan. If you follow its guidance you will achieve a business plan that will provide the most important tool you will need in your search for investment.

Even if you are lucky enough not to need outside investment capital, your chances of building a successful business will be greatly improved if you have created your own business plan to guide you.

Finally, do this for yourself. Don't allow someone else to do it for you, regardless of how qualified they are. In the process of writing your Plan you will confront and solve many problems that you may not have anticipated, and having achieved those solutions for yourself, you will start your business with a flying start and every prospect of success. Good luck.

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