

Title:

How To Write Killer Business Plans - Part 2

Word Count:

575

Summary:

Keep your eye on the Executive Summary

The first thing your potential funding audience needs to be reading is your executive summary.

Why use 5 words when you can use 3? Why b...

Keywords:

business plans, business planning, business plan, business, planning

Article Body:

Keep your eye on the Executive Summary

The first thing your potential funding audience needs to be reading is your executive summary.

Why use 5 words when you can use 3? Why be vague when you can be direct? It's got to punch above

Start with a paragraph about each important part of the overall plan, and avoid repetition. In

The more exact you can be, the better.

To Finish first, first you've got to Finish.

Knowing when to end your plan is almost an art form in itself, and whilst it's no bad idea to

The flip side of this is also true: Too short and the investor will be given the impression th

Like the tale of Goldilocks the plan needs to be "just right", and while each business will va

Demonstrate a Need not Greed.

Somewhere along the way you have to show that you've done some market research, and that you'v

The point here is to think about the niche or zone or subsector you operate in. For example th

Think about relevance and about the customer's reality. While you might have the ambition for

Explain how you will fulfil that need with your products and services. Cover how the customer

For example, everyone who has a car has a need to have it serviced at least once a year. Every

Factor these buy cycles into your research.

This is a demo version of txt2pdf v.10.1

Developed by SANFACE Software <http://www.sanface.com/>

Available at <http://www.sanface.com/txt2pdf.html>