

Writing a BUSINESS Plan

Be Confident – When writing a business plan, remember that this is your work and your effort, one would not want a lack of confidence to deter their dream. If you are writing a business plan for something you may not necessarily believe in (school project, hired to write plan, etc.) confidence is the key.

Nitpick Your Plan – Before presenting a business plan to potential investors, or using the plan to lay out the functions of the business, read over and edit your business plan. Nothing will turn off investors to your business plan more than having grammatical errors, missing data points, or having something where it shouldn't be. Missing key points and having grammatical errors takes away from your credibility, while also making you seem more incompetent to investors.

Utilize Data – The best way to convince outsiders reading your business plan is to utilize as much data as possible. Whether they are statistics about the business, the market, the financials, the projections, using statistics will help bolster your plan.

Entice Visually – Every business plan comes in a variety of shapes and sizes. To set your plan aside from competitors, do not just have words down on a paper. Including graphs, charts, pictures, and statistics in an effective and efficient manner will provide a leg up when presenting to investors.

Show Your Interest – if you are writing a business plan for a school project or have been hired to write a business plan, seem interested. Even if you are writing a plan about watching grass grow, you must seem like watching grass grow has been your life's work.

Seize the Opportunity – In the business world, nothing matters more than first impressions. When the opportunity arises to present your business plan to investors or the company itself, you must take it. While the business does not entirely depend on first impressions nor will you get only one chance to sell your plan to investors, taking charge and making the most out of your opportunity will pay off in the long run.

Intrigue Investors – While a business plan provides the framework for the business, it cannot be run if there are no startup funds. Ultimately, the main goal of a business plan when introduced is to intrigue investors and entice them to invest their money in the business

Sell Your Idea – Above all else, sell sell sell. The main goal of a business plan in the introductory stages is to entice investors. The best way to get someone to buy or invest, is to sell them what they want.



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