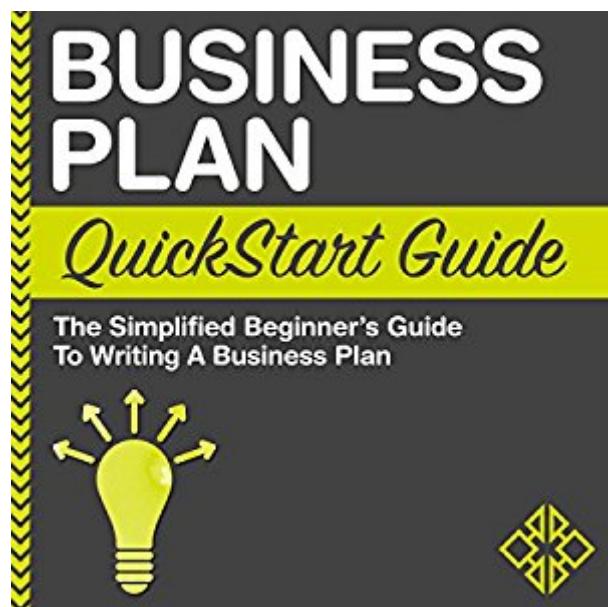


The book was found

Business Plan QuickStart Guide: The Simplified Beginner's Guide To Writing A Business Plan



Synopsis

So you have an idea for a startup, an idea that could potentially be worth millions, even billions! Maybe it's for a software program, a multiplatform app, perhaps a new niche retail store. This idea could change your life, and even more, it can change the world! So, now what? How do you turn that idea into a real-life thriving business? How do you take some chicken scratch on a napkin and turn it into a dollar symbol? Do you need to have your MBA, a CEO as your mentor, or \$200 million in seed money? No! What you need is far more simple, and it can be created in as little as three hours! What you need is a business plan. As simple as it sounds, a business plan is a plan for your business. Think of it as the blueprint for a house. It will show you how to go from start to finish while showing you all of the pieces you will need along the way. A business plan will take an idea or concept for a business and can turn into a reality within as little as 3 hours. In order to create a successful, sustainable business, you need a defined and developed strategy for acquisition of funds, market analysis, advertising, structure, and scaling as well as several other elements. Your initial creation will by no means be a final copy; however, it will serve as a point to build from that will expand in line with the growth and vision of your business.

Book Information

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Customer Reviews

Last spring semester I took an Intro to Business class at the local community college! I'm not really interested in having my own business but apparently the advisor(s) at the college felt that on my quest to become a PR (public relations) superstar, an Intro to Business class was appropriate! For the final project in my class we had to create our own business plan. I gotta tell ya all, I was a bit scared not only because this plan was a HUGE percentage of the overall grade

but I hadn't really given one thought into what sort of business I'd want to create/own, nor was I aware of what completely goes into a business plan. Ultimately, I decided to go with a coffee shop idea. For class we had to cover six points in our plans which were an executive summary, product/service, target market, competitive advantage, marketing, and management. To really dig deep into each of these points we had to primarily use our textbook for research, and let's be fair real, textbooks only cover so much. Long story short, I didn't fare so well in that class. Oh well, live and learn! I decided I wanted to review this audio book *How to Write a Successful & Sustainable Business Plan in Under 3 Hours* by Clyde Bank and Business via Audible because after not doing so well in my business class and being limited in terms of learning material, I decided I wanted to better understand what really goes into business plan writing. Perhaps I'd also be able to attempt to discover why the previous start-ups I have worked for didn't take off. Also, if I ever take that business class again, heck yeah I'll be ready for that final project! As for the reasons why I decided to review this, they were ALL explained and excellently answered clearly!

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