

How to Get Started Writing a Business Plan, A QUICK TIP:

Frustrated or intimidated about writing a business plan? You're not alone. People hate to have to commit to something in writing for fear of revealing how little they really know about their 'product market'. Try this: Sit down with a friend and tape recorder. Start by giving your friend a brief, concise 'sales pitch'. Then talk through the different topics of what it is you are selling, who you plan to sell to and why there is a need for your product, how you plan to manufacture, finance and market it for a profit, and who is going to make up your team to get this all done. When you get through, put your words down on paper. Never lose sight of the fact that BUSINESS PLANS are maps of a work in progress. Expect it to change.