



Business Plans Made Really Simple: How To Write a Business Plan That Makes Sense to Investors, Colleagues, and Most Of All - You

Matthew Goldsbrough

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Business Plans Made Really Simple

This booklet will encourage you to write a good business plan. One that will be understood. A plan that you'll actively use in guiding your business to success.

How To Write a Business Plan That Makes Sense to Investors, Colleagues, and Most Of All - You

Whether you're about to write your first business plan, or you want to improve the one you've already produced, this booklet explains what's really necessary.

You'll learn:

- What a business plan is really for
- How to plan effectively
- How to organise the key information in your plan
- How you'll know whether your plan is fit for purpose

Concise and Accessible Advice

I've compressed what I've learned in twenty-odd years of business planning into this booklet. It's free from fluff, jargon and hyperbole. It's just straight-forward ideas that you can action immediately.

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