



Tips and Traps For Writing an Effective Business Plan

Greg Balanko-Dickson

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In only 30 days, entrepreneurs can craft business plans that make their goals a reality

A concrete business plan is essential when assessing a business's earning potential or when applying for financing. *Tips & Traps for Writing an Effective Business Plan* uses the popular Tips & Traps format to guide you step by step through the process of creating an effective plan that will work with a developing business. You'll learn how to assemble information and write each part of your plan, with the goal of having a ready-to-go, working strategy in just 30 days. The book also provides specific advice for crafting plans that apply to different industries and also includes detailed instructions for writing a financial plan.

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