



Write Your Business Plan: Get Your Plan in Place and Your Business off the Ground

By The Staff of Entrepreneur Media

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A comprehensive companion to *Entrepreneur's* long-time bestseller *Start Your Own Business*, this essential guide leads you through the most critical startup step next to committing to your business vision—defining how to achieve it.

Coached by a diverse group of experts and successful business owners, gain an in-depth understanding of what's essential to any business plan, what's appropriate for your venture, and what it takes ensure success. Plus, learn from real-world examples of plans that worked, helping to raise money, hone strategy, and build a solid business.

Whether you're just starting out or already running a business, to successfully build a company, you need a plan. One that lays out your product, your strategy, your market, your team, and your opportunity. It is the blueprint for your business. The experts at *Entrepreneur* show you how to create it.

Includes sample business plans, resources and worksheets.

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Editorial Review

From the Back Cover

*Not every business will succeed. In truth, far more businesses fail than succeed. The differentiator is always in the planning. **This book gives you that competitive edge.***

PREPARE TO BE PROFITABLE

Coached by a diverse group of experts and successful business owners, gain an in-depth understanding of what's essential to any business plan, what's appropriate for your venture, and what it takes ensure success. Plus, learn from real-world examples of plans that worked, helping to raise money, hone strategy, and build a solid business.

- Learn what makes a successful business plan—and how to create one
- Define your plan purpose relative to your startup or existing business
- Identify what to include in your plan and what to leave out
- Tailor your plan to the various needs of bankers, investors, partners, suppliers and customers
- Use support tools and included resources to help seal the deal
- Update your plan so it grows with your business

Whether you're just starting out or already running a business, to successfully build a company, you need a plan. One that lays out your product, your strategy, your market, your team, and your opportunity. It is the blueprint for your business. Let us show you how to create it.

For more than 30 years, from startup to retirement, millions of entrepreneurs and small business owners have trusted *Entrepreneur* to point them in the right direction. We'll teach you the secrets of the winners and give you exactly what you need to lay the groundwork for success.

About the Author

For more than 30 years, **Entrepreneur Media** has been setting the course for small business success. From startup to retirement, millions of entrepreneurs and small business owners trust the Entrepreneur Media family — *Entrepreneur* magazine, Entrepreneur.com, Entrepreneur Press, and EntrepreneurEnEspañol.com — to point them in the right direction. The Entrepreneur Media family is regarded as a beacon within the small to mid-sized business community, providing outstanding content, fresh opportunities, and innovative ways to push publishing, small business, and entrepreneurship forward.

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