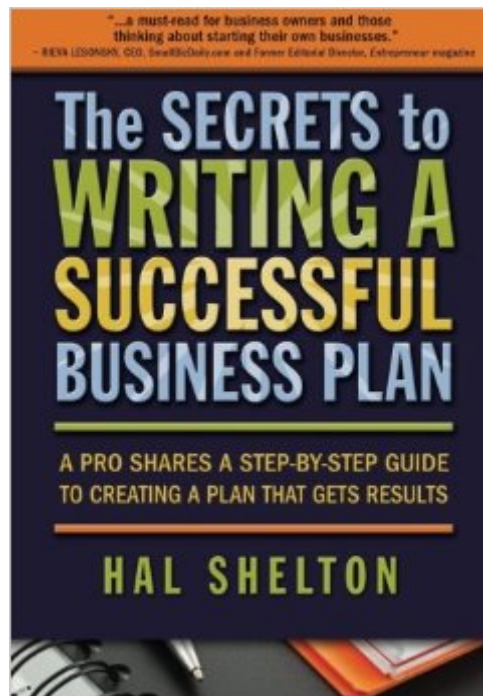


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# The Secrets To Writing A Successful Business Plan: A Pro Shares A Step-By-Step Guide To Creating A Plan That Gets Results



## Synopsis

Secrets to Writing a Successful Business Plan: A Pro Shares a Step-by-Step Guide to Creating a Plan that Gets Results by Hal Shelton will open your eyes to insider tips, hints, and techniques for creating a winning business plan. Nearly 50 percent of new businesses fail within five years. A well thought-out business plan can dramatically turn the odds in your favor. With this easy-to-follow guide, you will:

- Discover why you need a business plan and the best style for you
- Receive step-by-step guidance for creating each section of your plan
- Write your plan as you go using worksheets in every chapter (link to [www.score.org/secrets\\_business\\_plan](http://www.score.org/secrets_business_plan))
- Get proven strategies for obtaining bank loans and attracting investors
- Spend less time writing your plan and more time setting up your business
- Learn how to create a business plan for a nonprofit

Are you planning to start a business, grow an existing business, or start a nonprofit? Wherever you are in your journey, you have a need to develop the knowledge and plans to guide you to a successful business operation. While this learning and planning process takes many forms, shapes, and levels of intensity, it is all considered part of the business planning process. If you are in any of the above stages with your business, this book is written for you. It is for entrepreneurs who are thinking of starting a small business or nonprofit, and for small business owners who want to grow an existing business or solve an operating problem. This book will also help if you are looking for assurance that you are headed in the right direction, seeking help with a section of your business plan that you do not understand, feeling that a section of your business plan is not robust enough and want pointers, or wanting to learn where and how to apply for funding. Entrepreneurs should always surround themselves with mentors and advisors, so you will also find ideas on where to find these valuable resources. The Secrets to Writing a Successful Business Plan is packed with actionable advice and real-life examples from Shelton's™ experience as a senior executive, SCORE small business mentor, and angel investor.

## Book Information

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## Customer Reviews

Practice, practice, practice!. It's an old New York joke, but it is right on the money when it comes to building a successful business the right way. Few people have Shelton's tremendous experience in business and as a public service mentor to aspiring entrepreneurs. He is a master in helping people to create a viable and persuasive business plan. Shelton's book gives the prospective entrepreneur a GPS roadmap on the best way to get there successfully. Through several case examples, he focuses on giving the reader an insight and tools needed to get ahead with the process of converting your dream into a real plan that can help build a successful business. Shelton gives the reader his "Ten Commandments" to follow. Read them over and over as you work to build your business plan. You want to be a success at making your dream business into a reality? Practice, practice, practice. The secrets are revealed in this book. Charles Yulish

After wading through the business plan templates on line & the books on the library shelves, I found that it was nice to read a logical, concise & creative book on writing a SUCCESSFUL business plan. All of the templates & books help you create a business plan, but the key is how it helps YOU be successful. Often the sole purpose of a business plan is to get a loan. However, Mr. Shelton correctly emphasizes that the plan is critical for any small business, it keeps YOU focused, challenged & centered. Thanks for making it worthy of the KISS label, Keep It Successful Stupid. Former Banker, Risk Manager & Current Small Business Entrepreneur

"The Secrets to Writing a Successful Business Plan" is a must have for any entrepreneur who is launching a new business or moving a business from the start-up phase to that of an ongoing concern. It provides a straightforward, easy-to-understand approach to business planning. The book's practical insights reflect Mr. Shelton's extensive experience as a businessman, mentor, investor and as a small business leader. It is choc-full of real life, relevant case studies, as well as, helpful exercises. Mr. Shelton nicely balances the case for a disciplined and consistent approach to planning with the need for an individual message that reflects the owner's unique

vision for the business. Two chapters, "Make No Mistake" and "Forget Me Not", are essential final checklists before hitting the "send" button and/or the "print" key. A great business writer said "The value of the business plan is in the creation; the value of business planning is in the execution." Even if an entrepreneur has his/her financing already secured, engaging in the planning process is a critical element for success. This book guides one through this difficult process in a thoughtful, very helpful way. This book is also an excellent reference for small business mentors, consultants and educators.

This is a very useful book! Not only does it reinforce why you need a business plan, it clearly presents how to put all of the pieces together. The thought of writing a business plan can seem daunting at first. Yet the structure of this book is simple in the way it presents each element of a plan in a way that is not intimidating. I found the "Chapter Checklists" and "Your Turn" exercises at the end of each chapter to be a great way to apply the lessons I just learned to my situation. After completing the book I felt more confident in how I should approach writing my plan.

If you want to:- get bank or investor (including friends and family) financing as a startup;- grow an existing business via new products, channels or markets; or- acquire, franchise, or sell your company, you need a business plan. Hal Shelton hands you the very best practical advice from his years of experience as a SCORE counselor and thousands of clients' business plans! One size doesn't fit all. Hal goes step by step so you can focus your precious time doing on practical things you'll need to include to meet your goals. You'll avoid squandering hours creating some giant theoretical document that nobody, including YOU, cares about, and, instead, develop a valuable, flexible guide to chart your course that you'll use constantly and update as you course-correct en route to those goals. I've spent over 25 years as a consultant and subject matter expert in government contracts...and I say that anyone who wants success in government business would benefit by starting with Hal's book before moving on to mine, "Government Contracts Made Easier."

Just when you think you know everything there is to know about business plans, along comes Mr. Shelton's secrets. As someone who has written, reviewed and approved business plans for 35+ years I can tell you this book put it "all in one place" for me. I would urge those who are feting a business concept, or are serious about starting that business that has been rumbling around in your brain for years or even college professors who have students with various levels of skill in your class to use this business planning tool. Easy to read and very thorough and something to refer back to

as our business plans are never finished, but constantly being revised and updated.

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