

Free Business Plan Guide

Part 2 of 4

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Today we'll discuss:

Gathering evidence to bullet proof your business plan!

Part 2 - Gathering Evidence To Bullet Proof Your Business Plan!

For your business plan to have some message of value, you must gather a mass of evidence - facts, figures and specifications on which you base your arguments - and you must select the particular talking points that will appeal to your prospective investors.

Unfortunately, knowing "exactly" what talking points to write about may actually be a handicap you'll have to overcome!

What do I mean by this?

You see... you're so close to your business idea that you may not have given thought to one of the most important parts (in my opinion) of the business plan process. That is gathering the evidence to build a case for your business that can truthfully lead investors to conclude that you are the most appealing investment choice.

What I'm about to say may shock you, but it's critical for you to understand...

If you can't gather enough evidence to convince - beyond a reasonable doubt - an interested investor to invest in your business idea - DON'T pursue it!

Some people get so focused in on their idea they fail to realize they were the only ones interested in it!

Please... don't make this "classic" business mistake. Make sure there is enough evidence to support moving forward with your business idea or venture... economically, socially, and personally.

Sell yourself on your idea.

Answer every objection that you can think of; test out the venture from every conceivable angle, measure it by other similar businesses; learn its points of weakness and of superiority, know its possibilities and its limitations.

Convince yourself; sell yourself, and then you will be able to sell others.

If you're like most people, the biggest obstacle you'll have to overcome in physically writing the text for your

business plan is eliminating your own doubt that your plan will actually work!

The way to overcome this is to do your own "homework" or due diligence.

Gather as much information and data about your business, your markets, your customers, your competitors and so on.

Now I'm not advocating analysis paralysis. But, you shouldn't expect investors to invest in you if you don't have a full knowledge of the manufacturing methods you'll employ, or the various methods you'll use to sell your products or services, receive raw materials, ship product, and so on and so forth.

More importantly, know everything you can about the people to whom you're selling. The more you know, the more likely your business will be successful and the more likely investors will believe in your business plan.

And, no less important, is knowing everything you can about your competitors - other firms who compete with you directly or indirectly. You simply can not expect investors to think you'll protect their investment, if you don't even know or understand your "enemy"?

Bridging the Investor Confidence Gap requires truthfulness and full disclosure of all evidence and risks, so investors can decide beyond any reasonable doubt whether you are the right investment choice for them.

Consider the gathering of evidence for your business plan as the "discovery phase" of your trial.

This requires you to gather evidence to present your business plan with the same intensity and diligence that a trial attorney uses to gather evidence before presenting a life or death case.

Five sources of evidence to help you build your business case

1. Inside the business itself - the manufacturing processes, departmental knowledge, cost structure, customer profiles, various documents, tapping the knowledge of your personnel
2. Customers
3. Competitors
4. Other businesses that are not competitors
5. Suppliers, market and industry sources, current events, etc.

Gathering your information is apt to be a wasted effort unless you have a way to retrieve it quickly and easily.

So classify the information you gather and keep it where you can find it instantly. Create a notebook and computer folders to file your ideas, documents, articles, pictures, and so on. Then, keep them close at hand as you write your plan and readily refer to them.

How to write a Money Raising, Investor Captivating business plan –even if you've never prepared a business plan before!

[Business Plan Secrets Revealed!](http://www.business-plan-secrets-revealed.com)

Another part of building your case is your financial plan. This not only includes pulling together the basic financial statements but also determining

how you want to finance your business. These topics are covered in detail in the *Business Plan Secrets Revealed* manual.

The important thing here is to understand that running a small business means you face different financing decisions than those of larger businesses. Why? It's likely that you base your goals on your personal ambitions rather than a group of investors. Also, your ability or lack thereof to gain access to money and capital markets naturally creates a special set of problems for you.

Learn how to finance your business,
download my free special report:

[Startling Facts about
Financing Small Businesses](#)

Well, that's it for today. Still to come...

- Writing a business plan that gets read
- Finding investors and cultivating relationships

See you tomorrow for Part 3!

All the best,



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P.S. Please feel free to forward this report to fellow business owners and entrepreneurs.

If you have received a forwarded copy - you can get the complete report here:

[Free Business Plan Guide](#)