

Free Business Plan Guide

Part 3 of 4

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Today we'll discuss:

Writing a Business Plan That Gets Read

Part 3 - Writing a Business Plan That Gets Read

This section is where you get the ideas and evidence you've gathered out of your brain and on paper.

The fastest way to do this is with a business plan outline or template that highlights the major topics you need to cover. Here are two free ones you can check out now:

[MoneyHunt](#)

[The United States Small Business Administration \(SBA\)](#)

I recommend you cover these key topics:

- I. Executive Summary
- II. The Business
- III. Management
- IV. Proposed Transaction
- V. Risk Factors
- VI. Litigation
- VII. Federal Tax Aspects
- VIII. Miscellaneous Factors
- IX. Financial Data
- X. Appendices and Exhibits

Each topic is explained in detail in the Business Plan Secrets Revealed manual.

Remember, when your business plan arrives on an investor's desk, it's competing with hundreds of other documents and distractions. To break through the clutter and capture their attention, use arresting and engaging section and sub-section headings when you write your plan.

Now, once you have your readers engaged, you need substance to keep them going. Add supporting details about key points, strengths, weaknesses, background information, competitive advantages, analysis, or objections - in each section.

Write one section at a time. The order doesn't matter. But once you get all the sections done, read your entire document once without making notes or comments. Just absorb it.

Then read it a second time. This time, take the approach that your business is on trial; investors are the jury; your business is the defendant and your business plan is your defense attorney. How well your plan presents your case will determine whether or not the jury will vote to invest in your business.

As you read your plan consider the following questions:

- Will investors understand the language you use?
- Does the plan highlight information that is important to investors?
- Are you providing full and accurate disclosure?
- Does the plan build your case? Is any important information or evidence missing?
- Is the document free of information that is not legally required and will not help investors decide if the investment is right for them?

Take a good look at how information flows from beginning to end. Decide how to move content around into a logical order that best fits your audience.

If you're having trouble explaining your business clearly, then what you're trying to do may not be clear in your own mind. Or perhaps you're making one of these nine common writing mistakes:

Nine Common Business Plan Writing Mistakes

1. Long sentences
2. Passive voice
3. Weak verbs
4. Superfluous words
5. Legal and financial jargon
6. Too many defined terms
7. Abstract words
8. Unnecessary details
9. Unreadable design and layout

Now, once you have your words down it's time to make basic design decisions,

like typeface selection, to improve the readability of your plan.

But, be cautious when you use expensive design features; they may give artistic appeal but only obscure the text. In a plain English document, design serves the goal of communicating your information as clearly as possible.

Unfortunately, no matter how good you think your first draft is there's always room to improve. So, take a step back again and try your case... sell yourself one more time.

Is your plan truthful? Does it fully reveal all the evidence and risks associated with your venture? Can investors determine beyond a reasonable doubt whether investing in your business is the right choice for them?

When your answer to these questions is a resounding yes! It's time to print your document and take your show on the road.

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)

At this point, you may be feeling overwhelmed by the prospect of pulling together a business plan from scratch.

Perhaps you're even considering interviewing business plan writers.

If so, your choices range from consulting firms to retired professionals that specialize in assisting companies with their business plans. Fees can vary from

as low as \$500 for a business plan writer's objective review of your business plan to over \$30,000 to research and write the entire business plan. The average fee business plan writers charge for a complete plan is about \$10,000.

My advice is to understand where you are in the business plan process itself before you start talking to business plan writers.

For tips on how to select a business plan writer even when you can't afford one, download this free special report:

[Business Plan Writers...
Get Your Plan Out of Your Mind
and On Paper](#)

That's it for today; still to come...

- Finding investors and cultivating relationships

See you tomorrow for Part 4!

All the best,



Mike Elia

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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](#)