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Business startup advice from the former president of the Ewing Marion Kaufmann Foundation and cofounder of Global Entrepreneurship Week and StartUp America, this "thoughtful study of

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'how businesses really start, grow, and prosper' ...dispels quite a few business myths along the way" (Publishers Weekly). Carl Schramm, the man described by The Economist as "The

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Evangelist of Entrepreneurship," has written a myth-busting guide packed with tools and techniques to help you get your big idea off the ground. Schramm believes that

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entrepreneurship has been misrepresented by the media, business books, university programs, and MBA courses. For example, despite the emphasis on the business plan in most

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business schools, some of the most successful companies in history—Apple, Microsoft, Google, Facebook, and hundreds of others—achieved success before they ever had a

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business plan. Burn the Business Plan punctures the myth of the cool, tech-savvy twenty-something entrepreneur with nothing to lose and venture capital to burn. In fact most people

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who start businesses are juggling careers and mortgages just like you. The average entrepreneur is actually thirty-nine years old, and the success rate of entrepreneurs over forty is

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five times higher than that of those under age thirty.

Entrepreneurs who come out of the corporate world often have discovered a need for a product or service and have valuable contacts to help

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them get started. Filled with stories of successful entrepreneurs who drew on real-life experience rather than academic coursework, Burn the Business Plan is the guide to starting and running

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a business that will actually work for the rest of us.

The One Page Business Plan - Financial Services Edition, is specifically tailored to professionals in insurance, investment and related

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industries. Includes link to downloadable tools and templates. Sample plans included. Easy to complete assessments let you easily learn what's working in your business and what's

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not! Reviews We used the One Page Plan process to turn a four inch stack of research and surveys into a five-year strategic plan, and one-year plans for every department and committee.

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Every financial service company would benefit from running their business with this level of precision.--Jeff Hughes, Chief Executive Officer, GAMA

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Business Plan is a must for all financial advisors and field leaders! This process helps an advisor clearly describe the practice they want to build and define the critical few objectives that

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need to get done and most importantly why they are doing what they do. If you want to get farther, faster, this is the tool to use!--Edward Deutschlander, CLU, CLF, Executive Vice

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President, North Star
Resource Group This industry
is becoming more complex
and competitive! The most
successful financial advisors
will stay out front by being
creative and disciplined; The

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One Page Business Plan does both. Don't leave your business to chance! Create a solid plan and execute it.--Dick Buxton, Managing Director, Private Capital Corporation About the

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Author Jim Horan regularly wows audiences across the country. His popular and practical workshops help agency owners, financial services executives and producers make their

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businesses more profitable.
Mr. Horan is also author of
the bestselling The One
Page® Business Plan Series
including The One Page
Business Plan for the
Creative Entrepreneur; The

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One Page Business Plan for
the Professional Consultant;
The One Page Business Plan
for Non-Profit Organizations.
Jim is president of The One
Page Business Plan
Company, a Berkeley,

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California based firm that markets, sells and delivers its products, training and consulting services through its 350 licensed senior consultants. He founded the company in 1990 after

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nearly two decades in senior level financial positions with Shaklee Corporation and Bayer Pharmaceuticals. Over the past 16 years, his company has assisted over 100,000 businesses, non-

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profits and consulting firms achieve sustainable cash flow and profitable growth by helping them create clear, concise and actionable business plans. Jim has the unique ability to take

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complex business situations and make them simple. Tom Peters, author of Thriving on Chaos and In Search of Excellence, calls The One Page Business Plan an out and out winner... Period!

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Peters has been quoted as saying 'It makes great sense to me as a so-called business thinker. The One Page Business Plan = the proverbial better mousetrap'
A step-by-step guide to

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creating a thorough,
concrete and concise
business plan.

Here is a practical workbook
that will achieve tangible
results. The One Page
Business Plan for the

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Creative Entrepreneur captures the critical elements of a business plan on a single page using key words and short phrases. There is no room for fluff - every word counts. This

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book, with interactive CD,
guides new entrepreneurs
and seasoned business
owners through a step-by-
step process to create
business plans that are
incredibly focused and clear!

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The first business plan is often the most difficult to write. A company may have little or no history, and often may not know lender requirements, what to stress and what to avoid. Your First

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Business Plan simplifies the process by outlining the different parts of a business plan and, in an uncomplicated question-and-answer style, helps the business owner create a

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winning plan for their
business. The easy-to-follow
chapters show entrepreneurs
how to: ? Think through
strategies and balance
enthusiasm with facts ?
Capture and hold the

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interest of potential lenders
and investors ? Understand
and develop their financial
statements ? Recognize the
unique selling advantage of
their products or services ?
Avoid potentially disastrous

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errors like

undercapitalization and
negative cash flow Also

included in this book: ? A

glossary of planning and

financial terms ? A complete

sample business plan

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The One Page Business Plan
for the Creative
Entrepreneur
Simple Steps to Writing a
Powerful Business Plan
The Secrets to Writing a
Successful Business Plan

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The Simple and Practical
Way to Start Anything New
The Everything Business Plan
Book with CD

Streamline Your Business
Plan in Four Simple Steps

Some companies seem to thrive

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naturally, attaining success after success. Others limp from one lackluster year to the next. What makes one company blossom while another wilts? In CEO Tools 2.0, CEO coach and C-Level executive Jim Canfield reveals the importance

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of making your business meaningful to yourself, your customers, and your employees. You'll discover how to better communicate your goals, execute your intentions, and optimize your results. The end goal is a healthy, flourishing company

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that maximizes profits while freeing CEOs from the humdrum routine of daily operations. Imagine having time to fully develop your personal and professional interests, confident in your team's ability to provide high-quality service, products, and

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results. This is what Canfield offers through a series of seven simple but profound steps: Set your company's direction Communicate with trust Track metrics for insight Anticipate (and create) the future Attract and coach winning team members Build

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an autonomous company Celebrate
your success Filled with practical,
actionable ideas and relevant case
studies, CEO Tools 2.0 builds upon
and updates Kraig Kramers's
original CEO Tools. This powerful
system enables you to make the most

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of your time and expertise-and
become the CEO you were meant to
be.

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

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open your eyes to insider tips, hints, and techniques for creating a winning business plan and attaining funding. This second edition maintains the original laser focus on writing the plan. It also adds much material on the vibrant

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crowdfunding platforms as well as providing a new section on issues faced by early stage companies.

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

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this easy-to-follow guide, you will (1)
Discover why you need a business
plan and the best style for you, (2)
Receive step-by-step guidance for
creating each section of your plan,
(3) Get proven strategies for
obtaining bank loans and attracting

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investors, (4) Spend less time writing your plan and more time setting up your business, and (5) Learn how to create a business plan for a nonprofit This book is for entrepreneurs who are thinking of starting a small business or

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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

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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

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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

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as a senior executive, SCORE small business mentor, and angel investor. A guide to writing a successful business plan—in just one hour A strong business plan greatly increases a business chance of success, especially in an economic

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environment in which more than 50 percent of businesses fail within three years. Your business plan can serve as a foundation for your successful business. The One-Hour Business Plan, written by seasoned entrepreneur and business instructor

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John McAdam, helps you lay that foundation. With the help of this book, aspiring entrepreneurs can write a viable business plan in just one hour. Offers step-by-step guidance on the process of writing a business plan, with field-tested

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instructional techniques that are simple, strong, and easy to implement Written by John McAdam, a "been there, done that" hired CEO and serial entrepreneur with decades of real-world experience, who helps ordinary

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people become entrepreneurs and helps entrepreneurs become successful The One-Hour Business Plan outlines a process and a framework for creating a business plan that sets you up for success. Give your business the best odds for

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success, in just one hour of your
time.

Judging by all the hoopla
surrounding business plans, you'd
think the only things standing
between would-be entrepreneurs
and spectacular success are glossy

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five-color charts, bundles of meticulous-looking spreadsheets, and decades of month-by-month financial projections. Yet nothing could be further from the truth. In fact, often the more elaborately crafted a business plan, the more

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likely the venture is to flop. Why? Most plans waste too much ink on numbers and devote too little to information that really matters to investors. The result? Investors discount them. In *How to Write a Great Business Plan*, William A.

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Sahlman shows how to avoid this all-too-common mistake by ensuring that your plan assesses the factors critical to every new venture: The people—the individuals launching and leading the venture and outside parties providing key services or

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important resources The
opportunity—what the business will
sell and to whom, and whether the
venture can grow and how fast The
context—the regulatory
environment, interest rates,
demographic trends, and other

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forces shaping the venture's fate

Risk and reward—what can go
wrong and right, and how the
entrepreneurial team will respond

Timely in this age of innovation,

How to Write a Great Business Plan
helps you give your new venture the

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best possible chances for success.

Midsized companies are often overlooked by Wall Street and mainstream media outlets, though they are an integral part of national economics. Thus it's important for national economic success to have a

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thriving mid-sized company sector. But that is not easy to do, largely because the factors that throttle growth of mid-sized companies can be quite different than those of their smaller and larger business brethren. Some of these factors are well

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known, but others can creep up on management teams and go almost unnoticed until it's too late. Drawing upon his own experience and interviews with more than 99 companies, author Robert Sher runs through seven "silent growth killers"

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that plague midsized companies which, if not addressed, eventually cripple growth. *Mighty Midsized Companies* offers clear, tangible, actionable advice about dealing with these killers and growing despite them

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Burn the Business Plan

How a Few Companies Make It...
and Why the Rest Don't

The One Page Business Plan
Financial Services Edition

The 1-Page Marketing Plan

Brilliant Business Plan

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The One Page Business Plan for
Non-Profit Organizations

An encyclopedia designed
especially to meet the needs of
elementary, junior high, and senior
high school students.

This book is structured as a business

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plan template that can be used to write a business plan. The book also explains what should be written in each section of the business plan, and how to ultimately have a great business plan.

What are the underlying handful of

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fundamentals that haven't changed for over a hundred years? From Harnish's famous "Mastering a One Page Strategic Plan" process that has been a best-selling article on the web to his concise outline of eight practical actions you can take to

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strengthen your culture, this book is a compilation of best practices adapted from some of the best-run firms on the planet. Included is an instructive chapter co-authored by Rich Russakoff, revealing winning tactics to get banks to finance your

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business. Lastly, there are case studies demonstrating the validity of Harnish's practical approaches. Resourcing new ventures is all important for entrepreneurs, and creating a successful business plan can be make or break when it comes

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to attracting investment. Written by an experienced academic and consultant, this book provides a concise guide for producing the optimal business plan. Business plans are vital when it comes to making strategic decisions and

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monitoring progress. Writing a Business Plan is designed to teach you how to write your business plan without relying on someone else or internet templates. It will take you through each stage of business-plan writing, with chapters on generating

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ideas; describing business opportunities; drawing a business road map; and considering marketing, financial, operations, HR, legal and risk. The book includes a range of features to assist you, including worked-through

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examples. This unique book provides a one-stop shop for entrepreneurs and students of entrepreneurship to hone their skills in writing a useful and comprehensive business plan. Offers a systematic approach to

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product/market fit, discussing customer involvement, optimal time to obtain funding, and when to change the plan.

The Fastest, Easiest Way to Write a
Business Plan!

The High-Performing Real Estate

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Team

Mighty Midsized Companies
Scaling Up

How to Validate Your Startup Ideas
and Plan Your Business Venture

The One Page Business Plan
Professional Consultant Edition

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"The plan-as-you-go premise is simple - plan for your business' sake, not for planning's sake. Tim Berry invites you to block all thoughts of overwhelming, traditional, formal, cookie-cutter business plans and embrace and easier, more practical business

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plan." --BOOK JACKET.

Presents an innovative approach to business planning that captures the essence of any business, project or programme on a single page using key words and short phrases. Employs examples and templates to assist with mastering

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the One Page Business Plan
technique.

Bankers require them. Business
educators advocate them.

Consultants make their living
writing them. And venture
capitalists won't give you the time
of day without one... but most

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entrepreneurs or small business owners can't or won't write a business plan; it's just too difficult. Until now! Book jacket.

Everything you need to know to design a profitable businessplan Whether you're starting a new business or you 've beentradng for

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a while, *Creating a Business Plan For Dummies* covers everything you need to know. Figure out whether your business idea is likely to work, how to identify your strategic advantage, and what you can do to gain an edge on the competition. Discover why a

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business plan doesn't have to be a thirty-paged document that takes days to write, but can be a simple process that you do in stages as you work through your business concept. Learn how to prepare an elevator pitch, create a start-up budget, and create realistic sales

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projections. Discover how to predict and manage expenses, and assemble a financial forecast that enables you to calculate your break-even. Look at the risk involved in this business and experiment with different scenarios to see if you're on the right track. Explains how to

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create a one-page business plan in just a few hours Takes a simple step-by-step approach, focusing on budgets, financials, and everyday practicalities Offers focused guidance on managing cashflow, designing marketing plans, and establishing a long-term vision for

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yourbusiness Includes access to
downloadable templates and
worksheets, aswell as helpful
online audio and video components
Written by Veechi Curtis,
bestselling author and
businessconsultant A good
business plan is the first step to

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success for any new business, and getting it right can mean the difference between big profits and big trouble. Creating a Business Plan For Dummies gives you the detailed advice you need to design a great business plan that will guide your business from concept

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All new for 2020! Finally... a simple business planning process for very busy executives... Bankers and Boards of Directors require them. Business educators advocate them. And venture capitalists won't give you the time

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of day without one... yet most executives remain frustrated with their business plan process because it is too complex and too time consuming! The One Page Business Plan for the Busy Executive truly simplifies planning! This highly effective

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process has been used by thousands of senior executives in both public and privately held companies. The book contains thought-provoking assessments, helpful fill-in-the-blank templates, powerful examples, and downloadable spreadsheets that

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truly simplify the process of
getting an executive's plan out of
their head and onto paper!

CEO Tools 2.0: A System to
Think, Manage, and Lead Like a
CEO

Creating a Business Plan For
Dummies

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Iterate from Plan A to a Plan That
Works

A Practical Guide

Write Your Business Plan

Business Plan Template and
Example

***WARNING: Do Not Read This
Book If You Hate Money To***

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*build a successful business,
you need to stop doing
random acts of marketing and
start following a reliable
plan for rapid business
growth. Traditionally,
creating a marketing plan
has been a difficult and*

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*time-consuming process,
which is why it often
doesn't get done. In The
1-Page Marketing Plan,
serial entrepreneur and
rebellious marketer Allan
Dib reveals a marketing
implementation breakthrough*

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*that makes creating a
marketing plan simple and
fast. It's literally a
single page, divided up into
nine squares. With it,
you'll be able to map out
your own sophisticated
marketing plan and go from*

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zero to marketing hero.

Whether you're just starting out or are an experienced entrepreneur, The 1-Page Marketing Plan is the easiest and fastest way to create a marketing plan that will propel your business

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growth. In this groundbreaking new book you'll discover: - How to get new customers, clients or patients and how to make more profit from existing ones. - Why "big business" style marketing could kill

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*your business and strategies
that actually work for small
and medium-sized businesses.
- How to close sales without
being pushy, needy, or
obnoxious while turning the
tables and having prospects
begging you to take their*

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money. - A simple step-by-step process for creating your own personalized marketing plan that is literally one page. Simply follow along and fill in each of the nine squares that make up your own 1-Page

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Marketing Plan. - How to annihilate competitors and make yourself the only logical choice. - How to get amazing results on a small budget using the secrets of direct response marketing. - How to charge high prices

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*for your products and
services and have customers
actually thank you for it.
Covering all the issues in
producing a business plan,
this text also includes a
full glossary, case
histories, and a detailed*

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*section on the key issue of
using internal business
plans.*

*Writing a business plan
should be simple, dynamic,
and straightforward. More
importantly, it must be a
FUNCTIONAL tool that*

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*advances you forward towards
your goals -- rather than
holding you back due to
endless tinkering and
perfecting of your plan
without taking action. Enter
the 24 Hour Business Plan
Template, your functional*

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*tool to get you there as
efficiently as possible.
This is a complete guide
that includes a downloadable
pre-formatted business plan
template and cash flow
spreadsheet to help you get
started. In the book, I lay*

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*out the method I personally
used to plan my own business
- and in doing so, leave my
full-time job and start my
business on a full-time
basis within seven months.
My plan itself was
constructed in under 24*

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*hours on January 1, 2015 as
my new years resolution; the
remainder of the time spent
was executing this plan over
time. In the book you'll
learn how to do the same, or
close to it at the very
least - and you'll begin to*

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*understand why this
efficiency in the beginning
is so important. To
reiterate, it's important to
get to the action-taking
phase as soon as possible.
This cannot be overstated
enough. Successful*

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entrepreneurs and authors like Eric Ries, Gabriel Weinberg, and Justin Mares tout this very principle in their books The Lean Startup and Traction -- the simple fact is, it's much easier to make progress by taking

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*action and adapting over
time vs. trying to get
everything perfect the first
time around. Too much time
can be spent getting stuck
in your head due to
information paralysis or
perfectionism, only to wake*

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*up one day realizing you've
actually done nothing
concrete at all to advance
your goals. Don't be this
person! Get up out of your
chair and take action to
make your goals happen.
Realize that it may take*

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several iterations of creating a business plan, or cycling through various ideas, before you feel confident in moving forward with one in particular. This is okay -- and in fact, it's the exact reason why you

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need to be efficient during the initial planning and evaluation stage. Much better to spent one or two weeks cycling through 5-10 ideas than an entire year getting nowhere. In this book, we'll cover the

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following topics: -The importance of validation, and how to validate your business idea. -The key elements of designing an amazing cover page for your business plan. -How to write an executive summary, and

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why it must be written last after everything else. -The proper elements that make up your Company Objectives section. -The right approach to laying out your Products & Services section. -How to setup a target customer

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profile including the right questions to ask. -Websites and tables that will greatly simplify your industry and competitor analyses. -Several possibilities for getting started with sales and marketing, and the

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difference between each.

*-The key elements that will
comprise your operational
plan and any business
logistics. -What roles need
to be defined in your
Management section. -The
preferred formats and*

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*metrics to use in your
business capitalization
(initial funding) section.*

*-How to lay out your
financial plan, both for
your business and your
personal finances. Please
know fat was trimmed from*

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*every section of this book
to ensure you can get
through it and understand
the key principles quickly
and move on to actually
creating your own plan. Only
the critical elements were
left in, with additional*

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*explanation added at key
junctions to ensure
comprehension. Whether
you're venturing out for
your first time as an
entrepreneur, or you're a
seasoned veteran looking for
a no-nonsense way to manage*

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*the planning process for
your next venture, 24 Hour
Business Plan Template
belongs on your tool belt.
LATEST EDITION! This edition
of the One Page Business
Plan Series has been
specifically designed for*

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Non-Profits! If you are responsible for founding or managing a non-profit organization... this book was written just for you! Now you can easily write a draft plan on a single page in less than two hours.

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*Thousands of non-profits
have already successfully
written and implemented One
Page Plans with this simple
and effective planning
methodology. This special
version of The One Page
Business Plan has been*

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*called "The One Page
Promise" because it helps
directors, boards,
management and volunteers
clearly define and live up
to their promises at
organizational,
departmental, project and*

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*program levels... all in
fast, easy to communicate
and actionable terms!*

*Includes free downloadable
templates, planning
worksheets, and sample
plans!*

Would you take off on a road

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*trip to a new destination
without a map or good
directions? Probably not.
Yet, sometimes business
owners go full speed ahead
without even having a
destination in mind, much
less a map on how to get*

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*there. That's why so many
businesses never make it. In
today's competitive
marketplace, 3/4 of all new
businesses fail within two
to three years. Whether
you're launching a new
business or working to*

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strengthen or expand an established one, a business plan is your road map to success. Business Plans For Dummies, 2nd Edition helps you keep your businesses on track and reach your goals. Written by Paul Tiffany,

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*PhD, professor at UC Berkley
Haas Business School and the
Wharton School of Business
and Steven Peterson, PhD,
Professor at UC Berkeley
Haas Business School and CEO
of Strategic Play, it helps
you Realistically determine*

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*where your business is and
where you want to go Create
a detailed business plan and
put it into action instead
of in a drawer Use the plan
to secure financing Prepare
for opportunities avoid
common pitfalls In short,*

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*firms, angels, bankers, and
others Clarify and
crystallize your company's
mission, vision, and values
Analyze your industry and
your competition Identify
your customers, including
their needs, habits,*

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*purchase triggers, and
decision-making processes
Objectively analyze your
company's strengths and
weaknesses Analyze your
financial situation in order
to do realistic forecasts
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*and anticipate changes, both
in the overall economy and
in your industry Plan for
growth, considering the
product life cycle, new
products, or new markets
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the Author: Jim Horan is an experienced Fortune 500 executive, small business expert, consultant, and speaker. Over the past 20 plus years, through workshops, seminars, coaching and mentoring programs, he has helped tens of thousands of entrepreneurs, business owners and

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