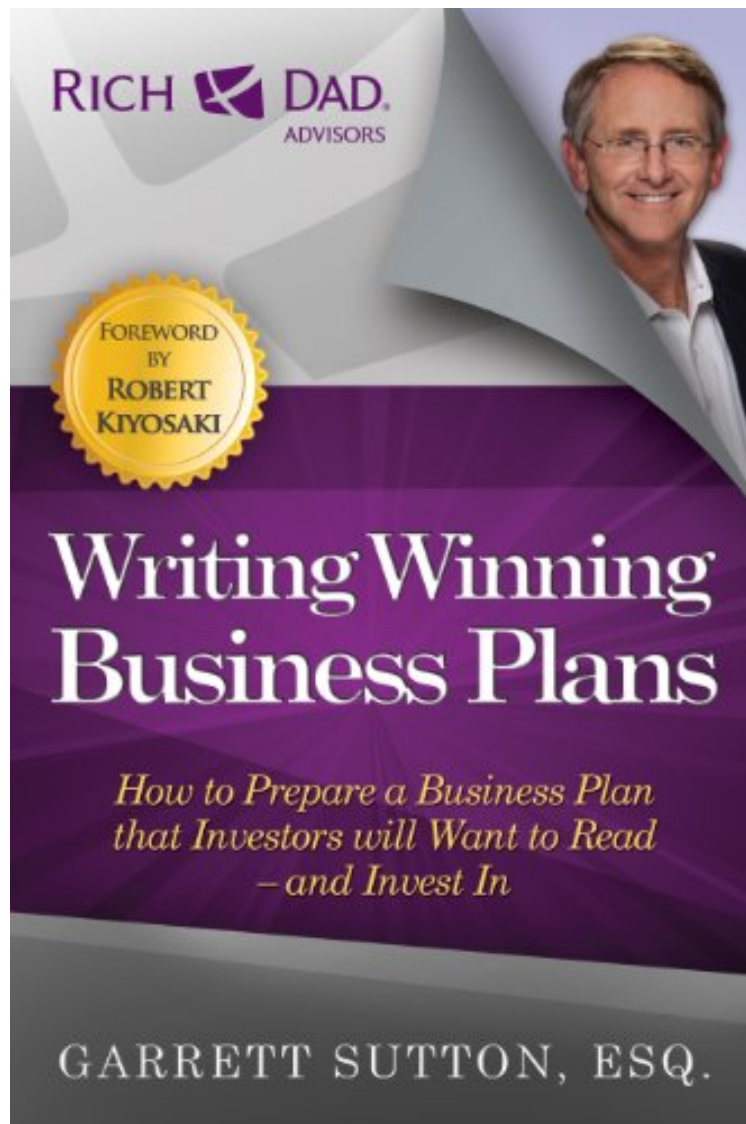


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## Writing Winning Business Plans: How to Prepare a Business Plan that Investors Will Want to Read and Invest In (Rich Dad Advisors)

Garrett Sutton

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**Garrett Sutton : Writing Winning Business Plans: How to Prepare a Business Plan that Investors Will Want to Read and Invest In (Rich Dad Advisors)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Writing Winning Business Plans: How to Prepare a Business Plan that Investors Will Want to Read and Invest In (Rich Dad Advisors):

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plans a little differently than others I have read. It doesn't just give you a format and tell you what information to put in it, if that is what you are looking for buy a different book. This book will help you gain perspective on WHY certain things go into a business plan and what questions to reflect on in order to gain that information.4 of 4 people found the following review helpful. Great BookBy meg10dj2Having a business plan is really important. If you ever want funding from an investor then you need a business plan. This book gives you the steps to make a great one. It really forces you to think about your company and do some research about your competition. Know your market and find your niche to be successful.1 of 1 people found the following review helpful. Five StarsBy ELMAXGood item A+++++++

To win in business requires a winning business plan. To write a winning business plan requires reading Garrett Sutton's dynamic book on the topic. Writing Winning Business Plans provides the insights and the direction on how to do it well and do it right. Rich Dad/Poor Dad author Robert Kiyosaki says, "The first step in business is a great business plan. It must be a page turner that hooks and holds a potential investor. Garrett Sutton's Writing Winning Business Plans is THE book for key strategies on preparing winning plans for both business and real estate ventures. Crisply written and featuring real life illustrative stories, Writing Winning Business Plans discusses all the key elements for a successful plan. Topics include focusing your business vision, understanding your financials and analyzing your competition. Also covered are how to really use your business plan as a tool and how to attract funding for your new or existing businesses. As business plan competitions become more popular around the world Writing Winning Business Plans also discusses how to enter and how to win these ever more lucrative contests. In addition, how to quickly interest a potential investor, also known as the elevator pitch, is explained. And, as opportunities arise around the world, how to present your plan in various countries is explored. Writing Winning Business Plans is the complete compendium for this essential business rite of passage — preparing a winning plan.

Kirkus s, December, 2012 wrote: "Sutton (Start Your Own Corporation, 2012) provides a handbook for entrepreneurs on the secrets behind successful business plans. Businesses often start with a flash of inspiration for a product or service. According to the author, the difference between a good idea and a prosperous business is a well-written business plan. At its most basic level, a business plan helps organize an entrepreneur's thoughts, Sutton writes; at its highest level, it provides a tightly structured outline of what the business will accomplish, how it will be funded and its requirements for long-term success. Sutton provides advice on how to establish a vision for what the business will do, how to gauge the potential company's competition and how to find funding. Ideally, a business plan is the intersection of everything inside the business (costs, products, services, personnel, etc.) and everything outside the business (competition, market trends, political forces, etc.)." The book provides several examples of how structured plans have helped individuals understand their opportunities and challenges and, as an example, also supplies a detailed plan of a potential restaurant. The author writes with authority, giving concrete reasons behind each section of a plan, but offers plenty of encouragement along the way, motivating readers to undertake what is essentially a soul-searching exercise as well as a financial one. Sutton is also objective and truthful when highlighting the pitfalls that entrepreneurs may encounter. He reminds business owners that once a business is up and running, it's essential to consult the original business plan from time to time to ensure they are achieving their original goals. A wide-ranging, detailed primer for potential entrepreneurs."