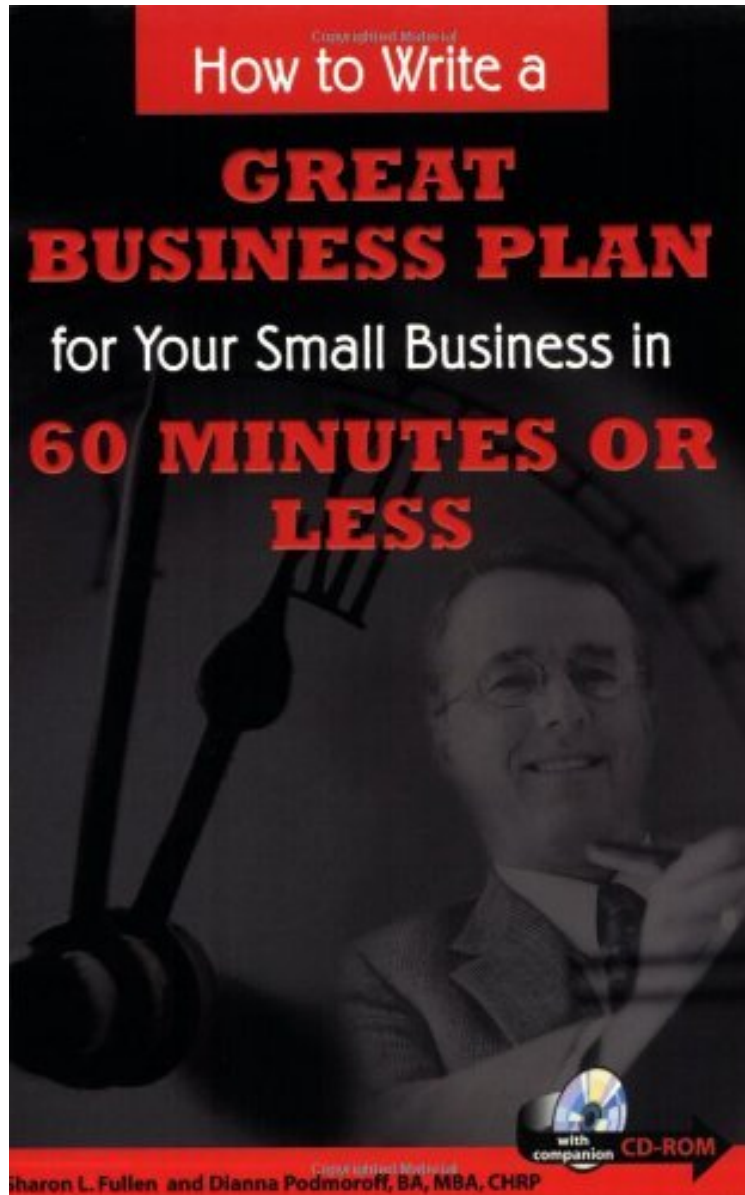


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Sharon Fullen, Dianna Podmoroff
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Sharon Fullen, Dianna Podmoroff : How to Write a Great Business Plan for Your Small Business in 60 Minutes or Less before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Write a Great Business Plan for Your Small Business in 60 Minutes or Less:

0 of 0 people found the following review helpful. The book would be useful to the person who has never run a

business ...By SC ArtistSeems to be mostly geared to acquiring capital for the business, which is not what I was looking for. I had to doubt that one could write the plan in 60 mins when much research apparently was involved. Also, I saw a lot of examples of e.g. 'objectives - get 3 new contracts each month, increase market share in next year' - but not how to go about doing that. The book would be useful to the person who has never run a business to show them things the novice may not think about, but as I've been running my business without a 'business plan' for a few years, I didn't find what I was looking for. 7 of 7 people found the following review helpful. UnethicalBy J. GendronThe book is very informative for the purpose of writing a business plan for a start-up business. It allows one to cut right to the chase and get about the business of writing your plan without having to wade through a lot of material having nothing to do with your business. I also appreciate that it doesn't assume prior knowledge in business terminology, marketing, or finance. On the minus side, I felt the title of the book was very misleading, because there is no way a person can do a business plan in 60 minutes unless it is writing a plan which has already been planned, researched, evaluated, revised, and all supporting documents assembled. The CD ROM is also of no use to me as all it contains is the Business plan in the back of the book. I have turned to other sources to fine tune my resulting plan. 0 of 0 people found the following review helpful. Great BookBy JUAN ZABALAHi, there. This book is great. Every step to write a bussiness plan is carefully detailed and kept simple for laymen. I like it.

A business plan precisely defines your business, identifies your goals and serves as your firm's resume. The importance of a comprehensive, thoughtful business plan cannot be over-emphasized. Much hinges on it: outside funding, credit from suppliers, management of your operation and finances, promotion and marketing of your business, achievement of your goals and objectives. Yet many small businesses never take the time to prepare one. Now it's easy and you can do it in less than an hour. This new book and companion CD-ROM will demonstrate how to construct a current and pro- forma balance sheet, an income statement and a cash flow analysis. You will learn to allocate resources properly, handle unforeseen complications and make good business decisions. The CD-ROM, written in Microsoft Word, allows you to simply plug in your own information while providing specific and organized information about your company. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

Even an amateur can write a great business plan using the tools given in this excellent book and CD-ROM! --Angela Adams, Assistant Editor