



Business Plans that Work: A Guide for Small Business 2/E (Business Skills and Development)

By Andrew Zacharakis, Stephen Spinelli, Jeffry Timmons

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Turn your great idea into BIG PROFITS with a powerful, persuasive business plan!

With any endeavor, good planning is the key to good results?especially in the launch of a new business or product. *Business Plans That Work* gives you an easy-to-follow template for conceptualizing, writing, focusing, and revising a business plan that converts your business idea into financial profit.

A virtual blueprint for entrepreneurial success, this new edition of the popular entrepreneur's guide provides all the tools you need to communicate the value of your idea to investors and attract key talent, and create a plan you can turn to throughout the entire process of starting and running a business. You'll learn how to:

- Determine what to include in each plan, why, and for whom
- Secure the capital you need to get the project off the ground
- Assess opportunities and risks involved in your project
- Avoid common pitfalls that cost money, time, and effort

With *Business Plans That Work*, you have everything you need to create winning strategies for development, sales, marketing, operations, distribution, and everything else successful ventures are founded on.

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Editorial Review

Review

"Jeffry Timmons is "one of the two most powerful minds in entrepreneurship in the nation." -Success magazine; Steve Spinelli is the " 'Top Gun' for business start-ups." - Success magazine"

From the Back Cover

[BACK COVER]

[CATEGORY] Small Business

[HEAD] How to Convert Any Idea into a Convincing Business Plan--The Necessary First Step to Launching a Thriving Enterprise

Today's entrepreneurs are driving a new era of global transformation and growth. But before they can turn ideas into profitmaking ventures, they must craft a business plan that crystallizes and legitimizes those ideas to customers, key talent, and investors.

Business Plans That Work details a strategic, step-by-step approach to creating, adapting, and writing a solid but flexible business plan that will sell your idea and help you make it a reality. Whatever stage you are at in the growth of your business, this no-nonsense guidebook will show you how to:

- Determine what to include in each plan, why, and for whom
- Recognize and avoid common pitfalls in creating a business plan
- Use the proven "Timmons Model" to analyze potential opportunities

More than just a tool to raise seed capital, a well-written business plan provides an entrepreneur with strong insights into "the idea," and a powerful head start on turning that idea into an enterprise. *Business Plans That Work* shows how to write, adapt, focus, and revise a business plan that will secure capital and attract top-flight talent as it helps you assess the strength of your opportunity and provides invaluable insights into what you need to do to make it work.

Jeffry A. Timmons, D.B.A., is the Franklin W. Olin Distinguished Professor of Entrepreneurship at Babson College and author of the *Inc.* top ten book *New Venture Creation*.

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Jeffry A. Timmons, D.B.A., was the Franklin W. Olin Distinguished Professor of Entrepreneurship at

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