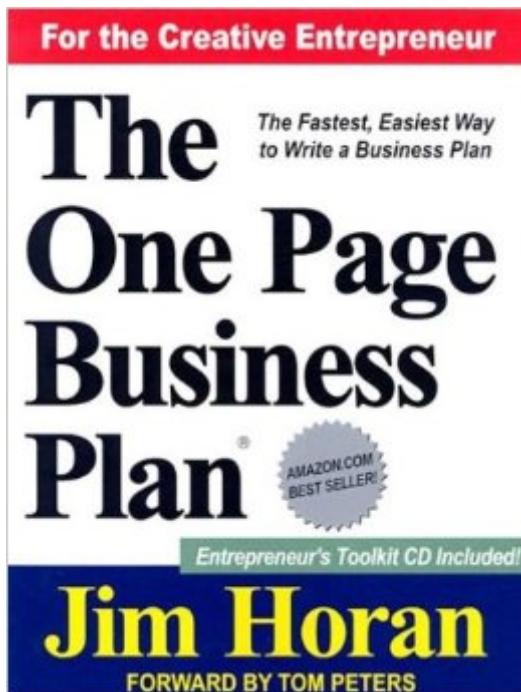


The book was found

The One Page Business Plan For The Creative Entrepreneur



Synopsis

The Fastest, Easiest Way to Write a Business Plan! Tens of thousands of corporations, small businesses and entrepreneurs around the world use The One Page Business Plan process to quickly and easily create highly focused and simple business plans. Rather than start with a blank piece of paper, the book and planning tool kit include business plan templates, as well as sample business plans to help get you started and produce a first draft in just a couple of hours! Easy to fill in the blanks business plan outlines make the process fast and easy. The book is divided into 5 unique sections... Vision, Mission, Objectives, Strategies, and Action Plans, providing a useful and complete business plan format that will show you step-by-step how to write a business plan.

Readers tell us they love the interactive exercises... and simple business plan format, but hate to write in the book! So, on the included CD (also available as downloadable files) are the 2 plan templates from the book designed to help you to quickly write your business plan or type it into your computer or tablet. Also on the CD Toolkit (also available as downloadable files) are three ready-made sales calculators that allow you to perform multiple what-if sales scenarios. It's easy! You don't need to be a CPA or MBA to get a sense of what your sales might look like in 1, 3, or 5 years. This is a great tool for entrepreneurs who may have been intimidated by the numbers associated with business! You also get over 20 additional sample business plans... PLUS you get 10 additional practical and powerful bonus planning tools! Contained within your CD Toolkit are bonus tools, templates and techniques that we have created and used in working with thousands of entrepreneurs in workshops around the world. These tools are the best of the best... they really work... and they are simple! For example: The One Page Planning Wheel is a very simple visual tool to help anyone who needs to plan for key projects over an entire year to be able to do so on a single plan. Business owners, executives and entrepreneurs tell us they love this tool and they use it all of the time. It is simple in concept...easy to use...and memorable. Whenever there is a need to plan for a year... they simply go to the whiteboard, draw a circle, quarter it...and then begin the process of identifying the key projects or action items and slotting them into the appropriate quarter. This is particularly helpful for those preparing budgets. Bend the Curve is another very simple, but very powerful visual tool. Bend the Curve helps anyone, or any group very quickly identify the two, three or four strategies, action items or projects that can make a significant difference in any business metric or key performance indicator. Like The One Page Planning Wheel, this tool is instantly intuitive and understandable...and helps to immediately focus attention on what's really important and what is going to make a difference. Fill-in-the-Blanks Strategies Worksheet is a power-worksheet! It contains over twenty (20) important strategies that most business will need to

consider in the development of their business plan. You can quickly view the Strategies and decide which ones are appropriate for your business...and then you simply fill in the blanks. Instead of agonizing over how to write a Strategy...you just fill in the blanks. In minutes you can quickly draft most of your Strategies. Also included are One Page Performance Scorecards and Budget Worksheets that will help you improve results quickly by creating a scorecard for each of your Objectives and then tracking results and progress... critical for achieving the success in your business! With all of these business plan tools, you'll have what you need to build your business and achieve your desired results!

Book Information

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Customer Reviews

I had seen this book around but hadn't purchased because I didn't think a one-page business plan, even if possible, could be of any practical use. I have been involved in several successful startups and have done a fair bit of business planning. I had even won prestigious awards for it. Currently I am involved in another startup, Worldlingo.com, an internet startup focused on language translation. So what changed my mind - why did I purchase it? I saw the author speak and he made a lot of sense, so I thought I had better get his book and check it out once and for all. If half of what he said was right - this one page business plan was going to be a big help. It so happened I had a long 14 hour flight in front of me and took the book along to read. Its friendly style, graphics, and plain good sense (frankly the book is more like a kids coloring book than a traditional business planning book) enticed me to do the exercises as I went (which I never usually do). Answering the questions

for my business and me. Not only had I finished the book by the end of the flight, but I also had time to type up the final product on my laptop. I guess having already done a full blown traditional business plan for the business helped. I have to say I was feeling pretty pleased with what I had produced. I felt more focused and had a much clearer picture of what the most important things were that needed to be achieved next. But the most thrilling part was when I tabled it our staff meeting - they loved it. They could clearly see where we were heading, what we had to achieve, and it gave them a clear framework in which they could make the many decisions they have to make everyday.

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