



# How to Write a Business Plan

*Mike McKeever*

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# How to Write a Business Plan

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## **How to Write a Business Plan** Mike McKeever **Step-by-step advice on preparing a business plan**

You need a sound business plan to start a business or raise money to expand an existing one. For over 30 years, *How to Write a Business Plan* has helped fledgling entrepreneurs—from small service businesses and retailers to large manufacturing firms—write winning plans and get needed financing.

This bestselling book contains clear step-by-step instructions and forms to put together a convincing business plan with realistic financial projections, effective marketing strategies, and overall business goals. You'll learn how to:

- figure out if your business idea will make money
- determine and forecast cash flow
- create profit and loss forecasts
- prepare marketing and personnel plans
- find potential sources of financing, and
- present your well-organized plan to lenders and other backers.

The 13th edition is updated to reflect best practices for raising money (from SBA loans to equity crowdfunding).

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