

Checklist for Writing a Successful Business Plan



Is this an *audience-centered* document?

- Who is this plan for?

- What are they asking for?

- Is it in the format they want?

- Is it easy to read?

Research

- Is your research relevant? Does it support and prove what you are putting forth in your business plan?

Mechanics and Flow

- Have you *read, edited, and refined* your document?
- Edit, Edit, Edit!

"Your grammar is a reflection of your image. Good or bad, you have made an impression. And like all impressions, you are in total control." - Jeffrey Gitomer

- Have you had someone else read your business plan and give input?

Have you taken the time you need to put together a professional business plan?
Meaning: Will it create a solid foundation for your business success?

Have you proven your business case?

- Have you clearly identified your opportunity?
- Have you identified your target market and demonstrated you understand their needs?
