



The ABC's of Writing Winning Business Plans: How to Prepare a Business Plan That Others Will Want to Read - And Invest in

Garrett Sutton, Robert T. Kiyosaki

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Learn how to prepare and utilise the most important document for any organisation - the business plan. Whether one is just starting out or is already in business and needs to refocus, this practical guide will clearly instruct how to prepare a winning business plan. This book will become a valuable resource for any entrepreneurs and business owners on their path towards future success.

The ABC's of Writing Winning Business Plans: How to Prepare a Business Plan That Others Will Want to Read - And Invest in Details

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David says

"...this audiobook will tell you how to prepare a winning business plan." —Garrett Sutton, ESQ

I came across this audiobook when I was preparing to apply for a small business loan and needed a business plan. Garrett Sutton's assertion of his book turned out to be entirely true.

Sutton begins by offering the reader/listener an entire outline of sections and subsections for a business plan. He proceeds to describe in detail what should and should not be included in each section. He peppers the material with helpful anecdotes of actual business plans to illustrate his points. He even includes a story of one business plan that, while good in its premises, nevertheless is rejected because it omits an important feature of business planning.

There were a couple of subsections left out of my own plan because I honestly felt they didn't pertain to me. I also arranged the subsections of one of area slightly different than Sutton to better fit what I wanted my plan to emphasize. Other than those minor modifications, I followed Sutton's recommendations very closely.

I hesitate to say I was approved for a small business loan because there are so many variables, such as personal credit scores, loan amount, etc. There's no doubt in my mind, however, that my business plan played favorably with my lenders.

Much of what Garrett Sutton delivers can more or less be garnered online from the SBA and IRS. However, in my opinion, the description of each section and subsection- backed up with stories from actual business plans- is explained so clearly and concisely to make Sutton's book an indispensable resource for small business owners.

(11/16/2016)

Margot says

This book was very basic and more focused on a person starting their own home business than someone writing a business plan for a current business. Didn't read the whole thing.

Vince says

I enjoyed Kiyosaki's original Rich Dad, Poor Dad enough that when I decided to start creating a business plan for my latest business idea, this one was of two books I picked up on the subject. Of the two, this one had the lesser amount of interactive calls to action. But I found its compactness to be a good primer into the realm of business plan creation.

I'd probably recommend as a supplement to this, Business Plan Kit for Dummies (Petersen, Jeret, Schenck) as well.

Susan says

This wasn't the book I was expecting. A friend asked me if I could write a business plan for her small business, but I said I didn't know how. Although she needed hers sooner than I could learn how to do it, I figured it would be useful, as a writer, for the future. This book is definitely geared to the small business owner, rather than the writer, and is written in the Rich Dad, Poor Dad anecdote-heavy style, which makes it very readable, but not terribly useful as reference. I didn't feel comfortable giving it any stars, because although it was useless for me, it might be useful for someone. But if anyone has any suggestions for a good book for writers wanting to add business plans to their skill list, I'd love to have them.

Richard says

wondrous way

Tiffany Anderson says

Great book, not only to learn the importance of various sections, but to also when & where to place them. His break-even analysis is a little more broad than what I've learned; his corresponding graph may be something I can use.

Bibliophi11 says

A lot of insightful information in helping me to know how to write a good business plan but also how to set up my business properly.

Penny says

Generally, the Rich Dad's Advisors series produce a good book. This one was no exception. It had some excellent points for consideration not just for writing the business plan but for the marketing as well.
