



# How to Write a Great Business Plan

*William A. Sahlman*

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## **How to Write a Great Business Plan** William A. Sahlman

Judging by all the hoopla surrounding business plans, you'd think the only things standing between would-be entrepreneurs and spectacular success are glossy five-color charts, bundles of meticulous-looking spreadsheets, and decades of month-by-month financial projections. Yet nothing could be further from the truth. In fact, often the more elaborately crafted a business plan, the more likely the venture is to flop.

Why? Most plans waste too much ink on numbers and devote too little to information that really matters to investors. The result? Investors discount them.

In *How to Write a Great Business Plan*, William A. Sahlman shows how to avoid this all-too-common mistake by ensuring that your plan assesses the factors critical to every new venture:

- The people—the individuals launching and leading the venture and outside parties providing key services or important resources
- The opportunity—what the business will sell and to whom, and whether the venture can grow and how fast
- The context—the regulatory environment, interest rates, demographic trends, and other forces shaping the venture's fate
- Risk and reward—what can go wrong and right, and how the entrepreneurial team will respond

Timely in this age of innovation, *How to Write a Great Business Plan* helps you give your new venture the best possible chances for success.

## **How to Write a Great Business Plan Details**

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## **From Reader Review How to Write a Great Business Plan for online ebook**

### **Moreno Alves says**

It is a snapshot of the dos and don'ts when writing a business plan. Regardless of your field of expertise, all entrepreneurs should consider reading this book ("let").

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### **Grant De says**

Helpful idea-generator and useful guide. Perhaps not tactical enough to give someone clear direction in their business planning process.

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### **Matthew Trevithick says**

Enjoyable and very useful.

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### **Soorya Narayan says**

Simple and clear!

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### **Serena Yates says**

Writing a business plan was not something I expected to have to do again after leaving the business world behind 8 years ago to become an author, but life had other plans... Now I find myself taking a project management course in Canada, and writing a business plan is a requirement for one of my classes.

Basically, I read this book as a refresher (dipping in and out over the last two months or so), to remind myself of the key points that are important when attempting to develop a plan for a new business. At only sixty pages of content (including a short glossary of terms), this article (in book form) is short and to the point. It touches on the most essential objectives and elements needed for an effective plan, without going into too many details.

Recommended for anyone who needs a refresher, people who are new to the topic and wants a short summary without much jargon, and those who want to know what an executive or venture capitalist might look for when presented with a business plan.

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### **Renee M Hensley says**

## **EXCELLENT THOUGHT-PROVOKING BOOK ON BUSINESS START-UPS!**

The book presented many questions that should be asked before and during the start-up of the business. Many of these questions should be an integral part of the business plan.

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### **Bassel says**

its a great article, should be know as the greatest .

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### **Mohammad says**

its weak...

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