

## Business Planning Made Simple

1. **Do your research.** You will need to make quite a few decisions about your business, including structure, audience strategies, and finances.
2. **Determine who the plan is for.** Does it have more than one purpose? Is it for you, investors, supply partners? Use the language the audience understands.
3. **Understand the terms.** If you aren't confident, consider getting assistance from an accountant or a business advisor.
4. **Actual vs. expected figures.** Existing businesses can include actual figures in the plan, but if you're starting your online business, then look for industry numbers as the benchmark for success.
5. **Write your summary last.** Use as few words as possible. This is to inspire the reader to progress through the whole document.
6. **Review, review, review.** This document needs to be a living document that you refer to regularly.

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### Business Plan Summary

The Business (What)

The Customer Profile (Who)

The Problem (Why)

The Finances (Who)

The Market (Where)

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