

BEST PRACTICES FOR WRITING YOUR BUSINESS PLAN

- ✓ Do Your Best.
- ✓ Use a Template.
- ✓ Tell a Story.
- ✓ Be Thorough, Detailed, and Specific.
- ✓ Make it Visually Appealing.
- ✓ Keep it Current.
- ✓ Set Realistic Goals.
- ✓ Get Feedback.
- ✓ Start at the Beginning, Again*.



* Continually updating your business plan as you gain information and understanding, and according to changing market conditions, will help you to be well prepared.

Download MOBI's Free Business Plan Template

www.scu.edu/mobi