



THE SIMPLE 5 STEP BUSINESS PLAN FOR STARTUPS

Step 1: Start with your bio

- Make sure you BRAG!!!!
- Show any biz experience

Step 2: Scope out your competitors

- What are they doing great
- What are they doing terrible

Step 3: Target your price point

- Is it above / below market?
- Room for specials / discounts?

Step 4: List your costs

- Room for improvement?
- Low enough for healthy margins?

Step 5: Find the "easy" answers

- Internet search for any unknowns

How To Write A Business Plan

**Edward T. Crego, Peter D.
Schiffrin, James C. Kauss**



How To Write A Business Plan:

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