



5 Tips to make your
business plan attract
funding





Business plans are now easy to write. Templates are available, online and mostly free, and from educational and other institutions. Knowing how to write a basic plan is the easy part, however getting funding is another story altogether.

Financiers and investors receive thousands of business plans from which they have to choose the few to work with. They practically cannot go through each and every plan. Thirty seconds is the time the reader has to scan your business plan and decide if it is worth going through the details. The following tips will help you make your plan one of the few that will be considered by financiers or investors

Tip 1: Your business idea must stand out

Your introduction is most important. Start with a succinct, punchy and clear statement that describes your business idea, why it is necessary and how much money it will make.

Tip 2: Argue your own business case

Explain convincingly why you are the right person to implement the idea. Is it your experience, your passion or your training? What have you done before that proves you can implement this idea?

Tip 3: Have your team already assembled

It is the people who you will work with who will determine whether your idea succeeds or fails. Do you have the right people with the right skills and experience to turn your dream into a sustainable business?

Tip 4: Have an up and running product already selling.

An attractive business idea is one that generates revenue. Prove that you have a product that is already successful.

Tip 5: Ensure your financials are professionally done and the finish is immaculate.

If you don't have a financial background, it will be wise to engage a financial expert. The final layout may also need to be perfected by an expert business plan writer to ensure there are no mistakes and the flow of information is logical and will not make the reader struggle to understand it.

These tips will help you make a business plan that stands very likely to get funded. If you want more information to help you really snatch it, then get a copy of the Business Planning Simplified guide book. It is available in printed book form as well as an eBook on CD. Please visit <http://smebusinesslink.com> for details of stockists or to order direct from BusinessLink.

The monthly Smart Business magazine is also a useful resource for entrepreneurs who want to build sustainable businesses and accelerate their growth. Details are also available on the website.

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