

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"How Can You Project Numbers For A New Business With No History?"

June 2010

The Write Plan, LLC, 104 Renee Drive, Mars, Pennsylvania 16046  
www.thewriteplanllc.com info@thewriteplanllc.com 724.910.9640

## What's New ...

### INSIDE THIS ISSUE

What's New ...

About Us

Promoting A Networking  
Event

Advertising Your Business

How to Receive the Newsletter

Feedback, Questions, or  
Comments?

Guest Book

How Can You Project Numbers  
For A New Business With No  
History?

Ads

Today we celebrate the freedom we have in this country thanks to the men and women who have served in the Armed Forces ... THANK YOU!!!

Over the past few months things have started to change for the business and I am so grateful to those of you who are growing your businesses (and using The Write Plan, LLC's services) despite what has been told about the country and how we are still in a depression of sorts. Everyone is trying to figure out what the next move should be and reinventing how we compete in today's business world so I thought this month's topic "How Can You Project Numbers For A New Business With No History" would be an interested topic to discuss since I am finding more and more people who have been let go from their previous employer willing to look beyond the circumstance and start their own business,  
**CONGRADULATIONS!!!**

Happy Networking!

*Chad*

## About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



### NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

### HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 1,800** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

### HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage [http://www.thewriteplanllc.com/Monthly\\_Newsletter.html](http://www.thewriteplanllc.com/Monthly_Newsletter.html)

### FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage [http://www.thewriteplanllc.com/Request\\_Form.html](http://www.thewriteplanllc.com/Request_Form.html)

### GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).

## How Can You Project Numbers For A New Business With No History

**Answer:** Aim for the educated guess!!!

Educate the guess with back-up information laying out assumptions for how many potential buyers, what sort of access through the market you are projecting, and what experience shows in other industries. Look for indicator factors you can tie your numbers to, like web traffic and conversion rates for one kind of web business, or page views/ ad views/ ad revenues, on another.

Do not sit around debating projections—start to sell!!! Prove your sales projections with sales. Philippe Kahn during the early days of Borland International jumped out of the planning and into the sales at a moment's notice. Nothing made the projections more credible than the \$90K bundling deal from a computer manufacturer that also put dollars in the bank account ... \$90K bought more in 1983 than it does now! (There's no data substantiation better than actual sales.)

Always try to add experience. People who know a business understand general scale in a way that's extremely hard to duplicate from scratch. I understand that we're talking about a new business here specifically, but new businesses are usually derivative. If you don't have the experience yourself, find somebody who does, and entice them into sharing and listening a bit. That's why boards of advisors were invented, as a forum for lunch and flattery.

And remember: Start the planning process immediately. You're projecting a new business only until you've finished the first month, and then you have plan versus actual to deal with. You're laying down a plan so you can track the difference between plan and actual results. Your plan will always be wrong, but you'll be tracking where, why, and in what direction.

# *Good Luck!*

# Advertise here

