

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

" Steps You Should Take Before Writing a Business Plan "

May 2010

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## 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

Steps You Should Take Before  
Writing a Business Plan

Ads

Last month I talked about the Operational Plan within a Business Plan (Basics). Further, I decided to extend the discount coupon on advertising within this newsletter and/or on my website (under the networking calendar).

Thank you to those who are considering the option along with those of you who have decided to advertise. To help with the decision on whether or not to advertise I have compiled a list (in graph form) of demographics - Zip Code, Area Code, Industry, number of monthly hits on website for viewing the calendar, etc that can be emailed to you if needed.

Happy Networking!

*Chad*

"The NetworKING of Pittsburgh"

## 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)

## Steps You Should Take Before Writing a Business Plan

Writing a business plan can be a daunting task. Therefore, it is to your advantage to take time to prepare by following these preliminary steps:

1. Ask yourself why you are writing a business plan. Is it to raise capital or as a guide for running the business?
2. List your goals for starting the business and where you envision the business in three to five years.
3. Clearly define your target audience.
4. Write a table of contents so you'll know exactly which sections you need to research and find data to support.
5. Make a list of the data you need to research. For example, you need statistics on your demographic audience, your competition, the market, and so on.
6. List research sources that will be most helpful, such as Hoovers, D&B, or AllBusiness.com.
7. List your management team. If you are unsure of someone's availability, this is the time to determine whether or not they are on board. Gather biographical data on each person. Spotlight key personnel in your Business Plan for details on what information you should include.
8. Start compiling all of your key financial documents. You can determine later which ones you will use in the business plan.
9. Talk to other business owners who have written plans before or who they had help by seek out their expertise.
10. Determine which software program you will use to write your plan. You can use anything from a basic word-processing program to business-plan software.

Once you are ready, begin your business plan with the understanding that it is a work in progress and there will be several drafts to follow as well as ongoing changes as your business progresses. The business plan is an evolving document that will grow and change with you and your business.

<b>The Write Plan, LLC</b> A Technical Writing Solutions Provider Company	<b>Discount Coupon</b>
<b>Receive 15% OFF</b> when you purchase advertising through the e-newsletter and/or website	
Redeemable when placing advertising order, not valid with any other discounts.	
Expires May 31, 2010	<a href="http://www.thewriteplanllc.com">www.thewriteplanllc.com</a>

# Advertise here



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