



My Start-Up Plan: The business plan toolkit

Clare Griffiths, Brad Crescenzo

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Are you trying to write a business plan, but struggling? Are you put off by lengthy business planning books which you tuck away on a bookshelf, before ever attempting to read them? If you are, don't despair. Here's the solution! Brightword Publishing's new practical guide My StartUp Plan can help you as an aspiring entrepreneur or a start-up company to get your ideas down on paper and plan for your business and its development.

My StartUp Plan takes you through the nine key areas you need to consider when planning for a new or existing venture. Each chapter contains a series of prompting questions which encourage you to develop your ideas and plans for your new venture.

The guide is easy to read and understand, and there's none of that business jargon! Not only will My StartUp Plan enable you to build your business plan quickly and pain-free, but it will also help you to avoid making common mistakes typical of business start-ups.

My StartUp Plan has been written by two experienced business support practitioners who saw a need for a simple guide for their clients struggling with writing their first business plans. The book has already been tried and tested by a number of aspiring entrepreneurs, from 16 to 60 year olds, who claim that the experience was simple, quick, and pain-free!

My StartUp Plan offers you the simple and smart way to build a business plan, so before your bookshelf collapses under the weight of yet another unused business planning book, get your hands on the hands-on toolkit which will help you get your business on the right track.

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