

YOUR TURN

What's Your Style?

Given your particular situation and reasons for writing your business plan (which you listed at end of the previous chapter), now list your audience, what you would like them to do after reading your business plan, and what information they need to favorably take that action. Hint: The audience could be you, a banker, an angel investor, a key vendor, a potential employee, a contracting official, etc.

AUDIENCE	ACTION TO BE TAKEN	INFORMATION NEEDED

As you are writing your business plan, refer back to this chart from time to time to ensure you stay focused and on message.