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get very clear about

what they truly want

and communicate that to

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works. Your company's

overall plan will be

understood, executed,

and desired results

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Write one or two sentences about ONE of the following: •

Business concept •

Current situation • Key success factors •

Financial

situation/needs In a one-page plan, you want to pick just one of those areas to discuss. Focus on the area... • Primary target market segment •

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What's More Important
Than Writing a Business
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Professional

*How to Write a One-
Page Business Plan -
Patrick Bet-David*

the one-page Business
plan OVERVIEW What
will you sell? Who will
buy it? How will your
business idea help
people? KA-CHING
What will you charge?

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How will you get paid?
How else will you make
money from this
project? Answer each
question with one or
two short sentences.
HUSTLING How will
customers learn about
your business? How can
you encourage ...

*Answer each question
with one or two short
sentences.*

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clearly describe the

practice they want to

build and define the

critical few objectives

that need to get done

and most importantly

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how to simplify and

make your planning

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with just the information

they need to know about

your new venture.

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with to get this book.

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Author: Jim Horan is an

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that hundreds of startups
succeed each year in
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of talented people into

hard profit, it's also true

that just as many or

more startups fail right

out of the gate. Just

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work, it takes effort, and

it takes organization.

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the right employees to

bringing your product or

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why in the following

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separates successful

startups from those

doomed to fail is

knowing how to craft a

well thought out

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