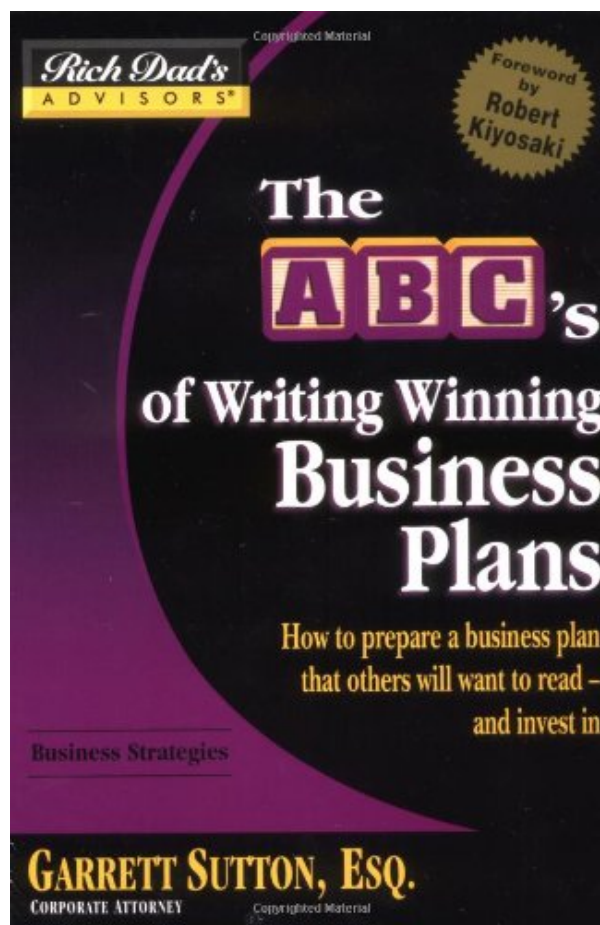
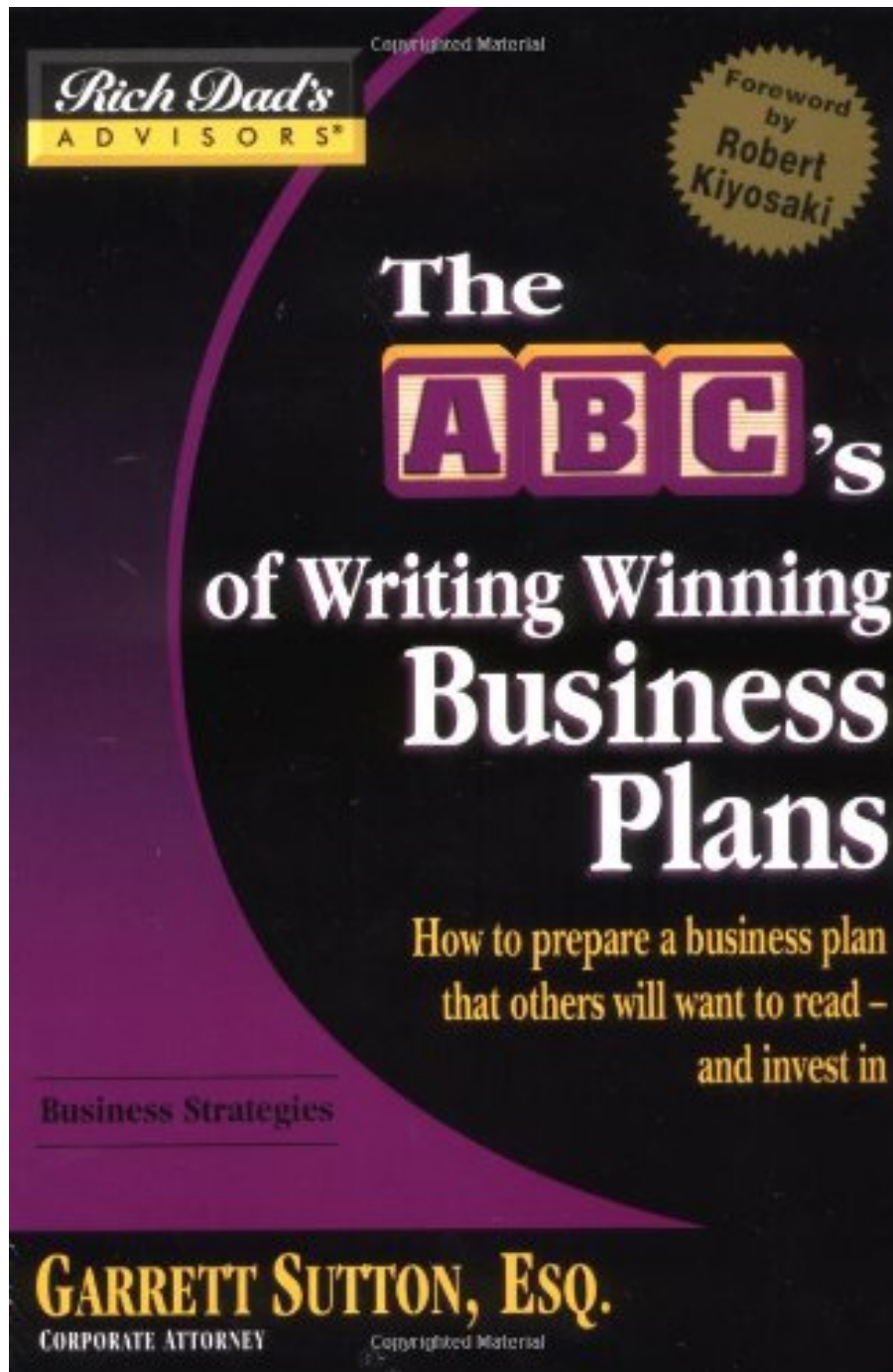


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"This is a must-read book for anyone thinking about starting or expanding a business." -- -  
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## About the Author

\* Garrett Sutton is an attorney with over 20 years of experience in assisting individuals and businesses to determine their appropriate corporate structure, limit their liability, protect their assets and advance their personal and financial goals.

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Rich Dad Said, "Business and investing are team sports." -Robert T. Kiyosaki, Author of the New York Times bestseller Rich Dad Poor Dad and the Rich Dad™ series "Robert's rich dad said, 'The first step to raising money is a great business plan! It needs to be a page-turner that hooks and holds potential investors' attention by selling them on the potential return on their investment, how quickly they'll get their initial investment back, and what the exit strategy is.' The ABC's of Writing Winning Business Plans reveals the strategies for preparing winning plans for both business and real estate ventures. Clearly written and featuring real life illustrative stories, The ABC's of Writing Winning Business Plans provides the necessary information to prepare a winning plan." -Garrett Sutton, Esq. Rich Dad's Advisor and author of the bestseller Own Your Own Corporation. The ABC's of Writing Winning Business Plans illustrates how to: \* Focus your vision for the business \* Format your plan to impress \* Use your business plan as a tool \* Deal with competition \* Attract the funding you need \* Identify strengths and weaknesses \* Draft a plan for real estate \* Understand your financials.

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So you need investors and need to write a business plan...

By Thomas D. Kehoe

I did, so I bought five books. I will review them from worst to best.

"Finding an Angel Investor In a Day," by The Planning Shop (2007), told me nothing I didn't know, and I didn't know anything about business plans or angel investors. The title is ludicrous and the advice is obvious,

e.g., "Your business plan should be concise, compelling, and irresistible to investors." 1 star.

"The ABC's of Writing Winning Business Plans," by Garrett Sutton (2005), walks you through writing business plans for a lawn mowing business and buying a pizza restaurant. If your business is more complicated, this is not the book for you. 1 star.

"The Ernst & Young Business Plan Guide," by Brian Ford, Jay Boorstein, and Patrick Pruitt (2007), is a good book but hardly inspiring or insightful. If you follow this book your business plan will be competent but won't grab investors. 3 stars.

"Angel Financing for Entrepreneurs," by Susan Preston (2007). This book doesn't explain how to write a business plan, but it explains how to make a 10-minute PowerPoint presentation to investors -- a presentation that will grab investors. For example, one question is "How is your product or technology scalable?" I also learned some of the financials that angel investors look for, such as what IRR is expected. This book helped and inspired me to write an excellent presentation, that became the basis for my business plan. 5 stars.

"Raising Venture Capital for the Serious Entrepreneur," by Dermot Berkery (2008). This is a textbook for a business school course about venture capital. This book is full of insights. Every few pages new ideas would compel me to go to my computer and add stuff or rewrite my business plan, for example, Berkery emphasizes the need for clear milestones. Preston mentioned milestones but didn't make it clear why they are so important. The financials that were briefly presented in Preston's book are thoroughly presented in Berkery's book, for example, what gross margin investors look for (80% or more) and why they need such extremely profitable products or services. Plus you learn the jargon or key phrases of venture capitalists, e.g., "a large but well signaled market," the importance of "market power" and an effective "route to customers." I feel that my business plan now speaks to investors in their language, with the numbers they are looking for. 5 stars.

11 of 11 people found the following review helpful.

Inspiring!

By Dr. Stephanie Jourdan

This book lights a fire under your butt! The author does a great job laying out the steps. Although the lack of skillful editing bothered me a bit in the beginning, it does deliver. After only a few days of reading, I was able to get very clear and focused on how to present my ideas. In a month, I had my first chunk of real money to work with.

0 of 0 people found the following review helpful.

Great book

By Cheung Ka Wai

I didn't start any business before. Recently I am trying to start my own business but I have no idea how I can do it. After reading this book, I figure out that I have to plan on all stuff before I start. It saves me from making a mess while starting building my own business. Awesome book.

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