

# BEST PRACTICES FOR WRITING YOUR BUSINESS PLAN

- ✓ Do Your Best.
- ✓ Use a Template.
- ✓ Tell a Story.
- ✓ Be Thorough, Detailed, and Specific.
- ✓ Make it Visually Appealing.
- ✓ Keep it Current.
- ✓ Set Realistic Goals.
- ✓ Get Feedback.
- ✓ Start at the Beginning, Again\*.



\* Continually updating your business plan as you gain information and understanding, and according to changing market conditions, will help you to be well prepared.

**Download MOBI's Free Business Plan Template**

[www.scu.edu/mobi](http://www.scu.edu/mobi)