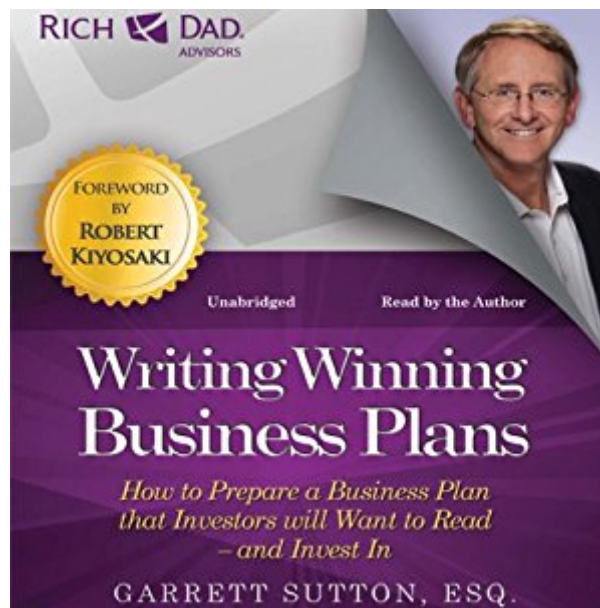


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# Rich Dad Advisors: Writing Winning Business Plans: How To Prepare A Business Plan That Investors Will Want To Read - And Invest In



## Synopsis

To win in business requires a winning business plan. To write a winning business plan requires listening to Garrett Sutton's dynamic audiobook on the topic. *Writing Winning Business Plans* provides the insights and the direction on how to do it well and do it right. Rich Dad/Poor Dad author Robert Kiyosaki says, "The first step in business is a great business plan. It must be a page turner that hooks and holds a potential investor. Garrett Sutton's *Writing Winning Business Plans* is the book for key strategies on preparing winning plans for both business and real estate ventures." Crisply told and featuring real life illustrative stories, *Writing Winning Business Plans* discusses all the key elements for a successful plan. Topics include focusing your business vision, understanding your financials and analyzing your competition. Also covered are how to really use your business plan as a tool and how to attract funding for your new or existing businesses. As business plan competitions become more popular around the world *Writing Winning Business Plans* also discusses how to enter and how to win these ever more lucrative contests. PLEASE NOTE: When you purchase this title, the accompanying reference material will be available in your My Library section along with the audio.

## Book Information

Audible Audio Edition

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Business Enterprises #125 in Books > Business & Money > Processes & Infrastructure >

Strategic Planning

## Customer Reviews

Another concise and easy to use guide by Garrett Sutton. This book clearly explains why you need a business plan, what goes into one and how to build it. Very clear examples regarding each section of the business plan, along with short, cautionary tales regarding people who properly or improperly

followed the business plan methodology, help drive the points home. Especially useful is the section on the Financials and how key this is when looking for investors or a business loan. I look forward to using the information in this book to flesh out my business model and bring it to life.

This book was very helpful for me. The author makes his points in a clear and easy to understand manner. I especially liked three sections. First, Mr. Sutton used a video business to explain how the financials work. I now have a much better 'picture' of what each financial measure is for. Second, I really liked the section on how to present business plans around the world. There was a lot of good information about business across cultural lines. It was actually fascinating, and material I had never read before. Finally, I also greatly enjoyed the part about business plan contests. There is some big money out there now and this book shows you how to get in the game. As well, the part on how to get an elevator pitch together for such contests was really useful. All in all, a really great book.

Preparing a business plan seemed like a big challenge for me. After reading this book I know I can do it. The author very clearly presents case studies and stories to illustrate how to put together a readable plan. I highly recommend this excellent book!!!

Phenomenal work! Following the guidelines of this book enables me to hit and consistent success rate in getting funding for my clients of 99.9% It doesn't matter if your going after investment, finance, or grants; this book is just loaded with great information that's practical.

If you have a small business already or have established one on at least a part time basis, then this book is just too simplistic to be of any real value to you. He uses made up examples of situations where business plans went awry but it is so basic and so simplistic in nature that it wasn't of any value to me. I wanted the nuts and bolts, real world examples of both large and small organization's business plans filled with facts and real data. Instead just hammy situations involving people that had no common sense at all or any kind of business acumen. If someone is one of those later types, then they should stay an employee of someone else but I don't think that that many are. I tried the audible version and was so disappointed after the first few chapters that I called and had them remove it from my downloaded items. Finally, I haven't subscribed to the Rich Dad Poor Dad franchise so if you haven't either, then you'll find numerous references to their own terminology that doesn't really apply outside of their system.

Heard **WRITING WINNING BUSINESS PLANS: HOW TO PREPARE A BUSINESS PLAN THAT INVESTORS WILL WANT TO READ--AND INVEST IN** (Hachette Audio), written and read by Garrett Sutton. The author, an attorney, has over thirty years' experience in assisting clients in selecting the appropriate business entity . . . it shows in this book, as Sutton cites countless examples that help make his points come alive. There were many useful tidbits I gained from listening; among them: \* Plan to run a business that at some point in time can run itself and provide excessive cash flow. \* The executive summary is your calling card. It immediately shows a prospective investor if you have the savvy to run your business. And this one that I really liked: \* When you develop your business plan, send it to a small group of investors first so you can get feedback to see if you're on the mark. If you need to develop a business plan, **WRITING WINNING BUSINESS PLANS** will be worth reading before you begin putting anything down on paper.

This book takes a look at business plans a little differently than others I have read. It doesn't just give you a format and tell you what information to put in it, if that is what you are looking for buy a different book. This book will help you gain perspective on **WHY** certain things go into a business plan and what questions to reflect on in order to gain that information.

Having a business plan is really important. If you ever want funding from an investor then you need a business plan. This book gives you the steps to make a great one. It really forces you to think about your company and do some research about your competition. Know your market and find your niche to be successful.

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