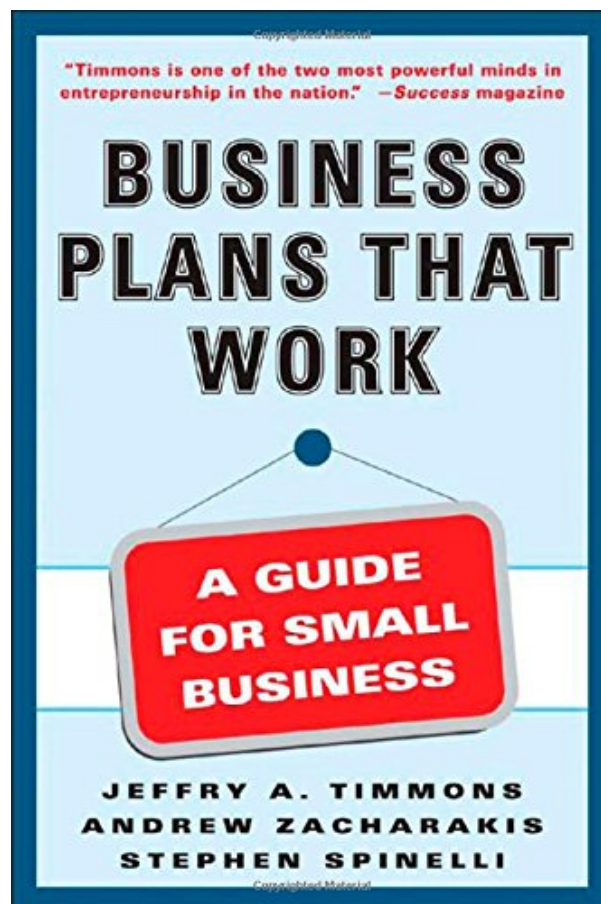
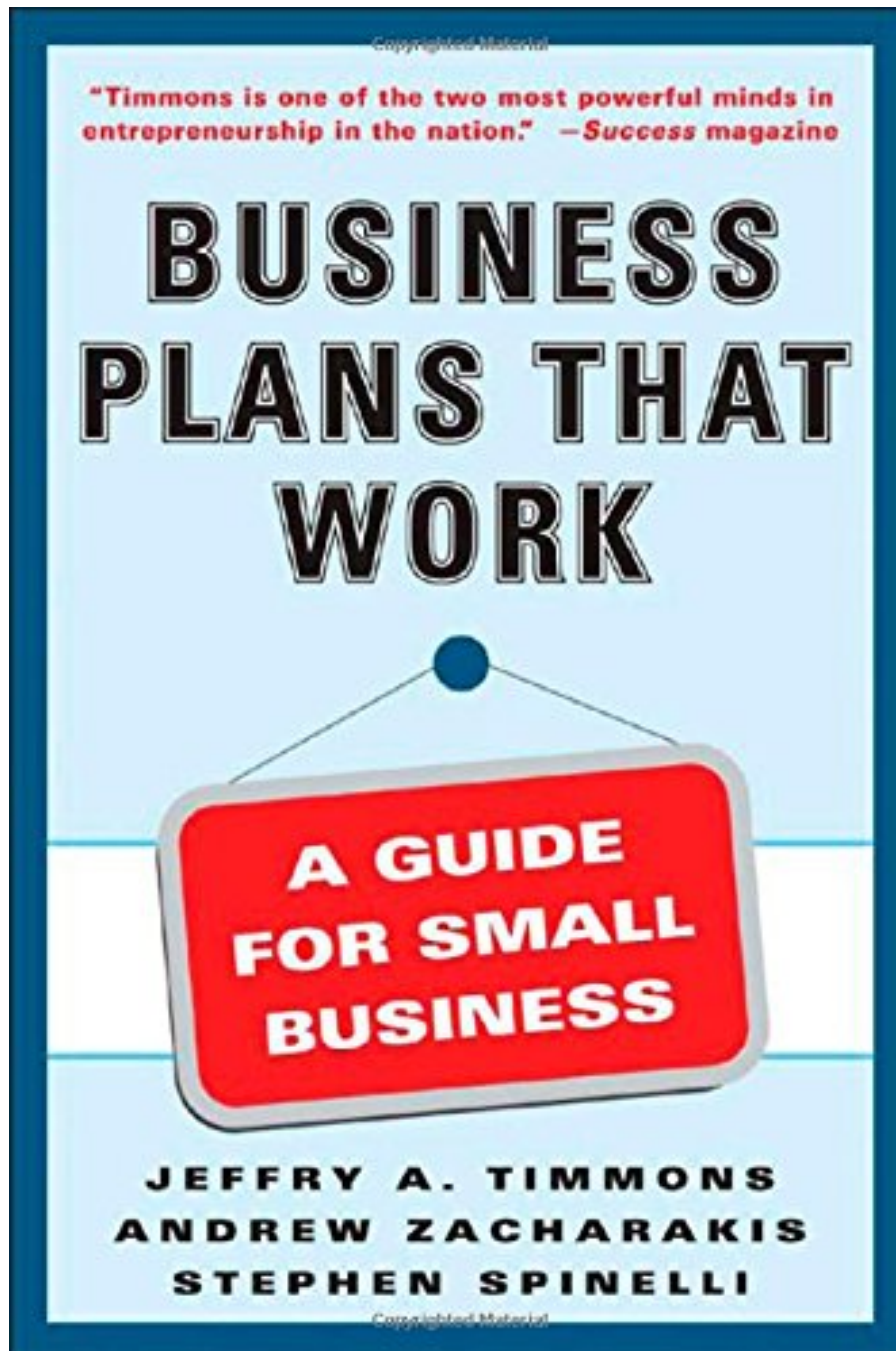


**BUSINESS PLANS THAT WORK BY JEFFRY  
TIMMONS, ANDREW ZACHARAKIS,  
STEPHEN SPINELLI**



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## Review

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From the Back Cover

[BACK COVER]

[CATEGORY] Small Business

[HEAD] How to Convert Any Idea into a Convincing Business Plan--The Necessary First Step to Launching a Thriving Enterprise

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Business Plans That Work details a strategic, step-by-step approach to creating, adapting, and writing a solid but flexible business plan that will sell your idea and help you make it a reality. Whatever stage you are at in the growth of your business, this no-nonsense guidebook will show you how to:

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Today's top experts in entrepreneurship deliver a streamlined, step-by-step guide for crafting effective business plans

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Plans That Work arms entrepreneurs and small business owners with an easy-to-follow template for writing persuasive business plans, along with proven models that can be used to analyze potential business opportunities from initial idea to viable venture. This value-packed book will show both entrepreneurs and current business owners how to:

- Determine what to include in each plan, why, and for whom
- Recognize and avoid common pitfalls in the process
- Use the renowned "Timmons Model" to analyze potential business opportunities

- Sales Rank: #1251422 in Books
- Published on: 2004-04-01
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#### Most helpful customer reviews

26 of 29 people found the following review helpful.

Not Bad, but not great!

By Big Montanna

"*Business Plans That Work*" might work for you, if you're planning on marketing a product (not a service business) and borrowing ALOT of money. The sub-title of the book is "A guide for small business". The problem I had with this book is that it assumes that you want to borrow \$500,000 or more and start a business revolving around a product. I would not consider that a small business! I was more interested in starting a service business (UPS or Fed Ex shipping store), but the examples in this book didn't translate very well for that goal. The book follows a start up toy company called Firefly Toys, whose product is a toy designed for children that are coping with a life crisis (divorce, death, abuse). To me this is kind of goofy! The reader would be more well served if the book had examples from many different kinds of businesses, or at least a more mainstream product. Bottom Line: This is not a bad book for any business. It does have a fair amount of useful info, but I would definitely try to get it from the library if I were you!

10 of 10 people found the following review helpful.

Best small book on step-by-step Business Plans

By Peter Leerskov

This small book does a splendid job in explaining the business planning process more simple and uncomplicated than most books on business planning that often are too comprehensive and detailed - sometimes probably creating "paralysis by analysis" for the users.

The approach is a practical step-by-step procedure with the same specific case study throughout the book ("FireFly Toys"). At the end of the book, there's an alternative case study - including Powerpoint presentation - on another industry ("Fossa Medical"). Both case studies' 4-page executive summaries should inspire each and every manager to present his venture or business in this concise and exemplary manner...

It is indeed a no-nonsense guidebook and I especially like the small critical comments that the authors have inserted in the margins (as speech balloons).

Being a corporate strategist, I spend most of my time working with strategic issues including business plans. So I read a book on this topic with a subtle skepticism. But it was a pleasant surprise ;-)

Thus, I can highly recommend this easy-to-read 183-page book.

Peter Leerskov,  
MSc in International Business (Marketing & Management) and Graduate Diploma in E-business

2 of 2 people found the following review helpful.

Does the job

By Thad McIlroy

There's no shortage of competition for books on this topic. In fact there are two others with the exact same title. This book makes it plain that its focus is small businesses, and as such I think the text offers roughly the right tone and degree of complexity for its intended audience. I've read more authoritative books on business plans, but several were too complex for a small business audience. Recommended, although best to compare to some of the competition to find the one that feels best for you.

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