



Welcome to MoraSmallBiz.com. I'm Beth Mora.

## **Business Plans – the key to success!**

### **Publish your Business Plan in a professional manner.**

OK, you've got an idea. It's what you've always wanted to do! You know it will fly . . . And it probably will fly. But could it fly faster, straighter and higher?

Business Plans are like an airport runway. You can take off an airplane from lots of places, but it tends to work best when using a runway. I'm a pilot, trust me.

Your business plan (runway) is what helps your business (airplane) get itself lined up straight, facing into the wind, to roll smoothly from start to lift off.

It forces us – yeah, we hate that part – to focus. A business plan takes you through a series of steps to think through the details – yup, the same ones that come up and bite you when you aren't paying attention.

The good part is you will look at exactly what you are doing. Can you begin to see other options that might work, too? Or added services to enhance your bottom line?

Can you realistically do all that you want to immediately? Should you look at beginning with one aspect and, in phases, add products or services? Should you hire help?

You will look at the expenses, some obvious, and perhaps some you hadn't thought about. Analysis will help you set achievable prices, look at ways to offer incentives or other effective sales tools.

**Check out SCORE**, a resource partner with the U.S. Small Business Administration for **free resources**. See the **SCORE** link on this website.

*Beth Mora*