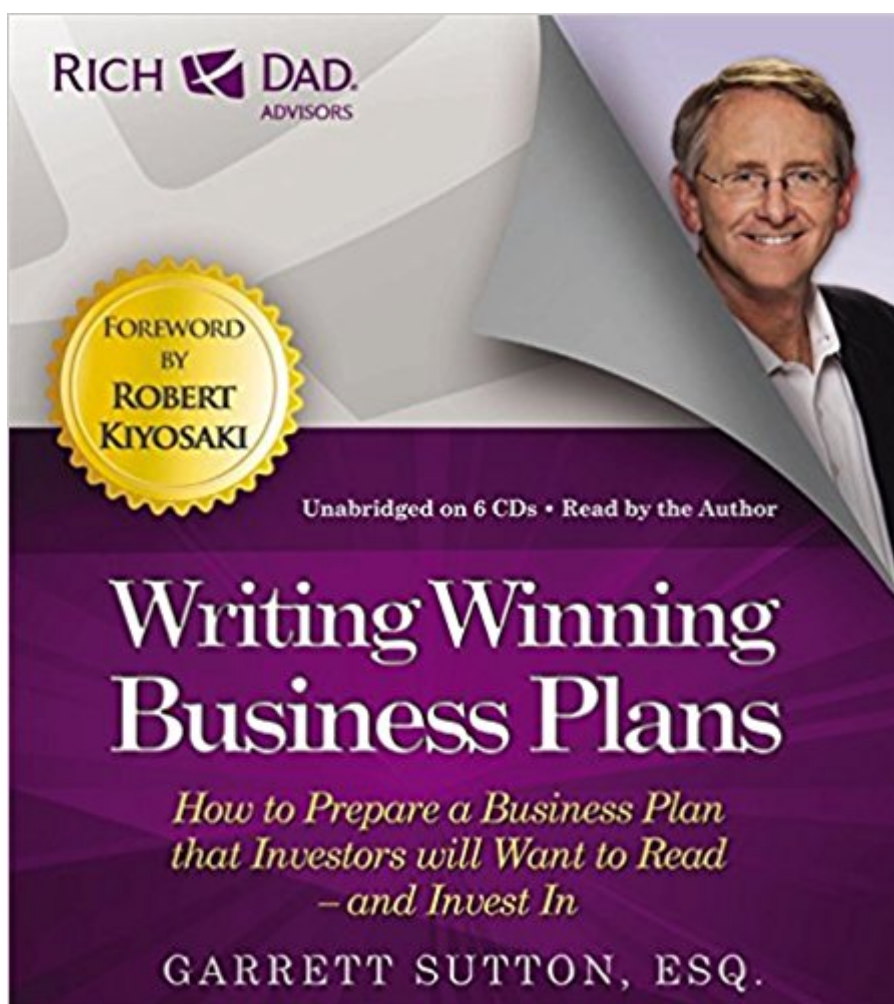


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# Rich Dad Advisors: Writing Winning Business Plans: How To Prepare A Business Plan That Investors Will Want To Read - And Invest In (Rich Dad's Advisors (Audio))





## 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.

## Book Information

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## Customer Reviews

Kirkus Reviews, December, 2012 wrote: "Sutton (*Start Your Own Corporation*, 2012) provides a handbook for entrepreneurs on the secrets behind successful business plans. Businesses often start with a flash of inspiration for a product or service. According to the author, the difference between a good idea and a prosperous business is a well-written business plan. At its most basic level, a business plan helps organize an entrepreneur's thoughts, Sutton writes; at its highest

level, it provides a tightly structured outline of what the business will accomplish, how it will be funded and its requirements for long-term success. Sutton provides advice on how to establish a vision for what the business will do, how to gauge the potential company's competition and how to find funding. ¶ Ideally, a business plan is the intersection of everything inside the business (costs, products, services, personnel, etc.) and everything outside the business (competition, market trends, political forces, etc.). ¶ The book provides several examples of how structured plans have helped individuals understand their opportunities and challenges and, as an example, also supplies a detailed plan of a potential restaurant. The author writes with authority, giving concrete reasons behind each section of a plan, but offers plenty of encouragement along the way, motivating readers to undertake what is essentially a soul-searching exercise as well as a financial one. Sutton is also objective and truthful when highlighting the pitfalls that entrepreneurs may encounter. He reminds business owners that once a business is up and running, it's essential to consult the original business plan from time to time to ensure they are achieving their original goals. A wide-ranging, detailed primer for potential entrepreneurs." --This text refers to the Paperback edition.

Garrett Sutton is an attorney, best selling author and one of Robert Kiyosaki's Rich Dad Advisors. A clear and engaging writer, Garrett demystifies legal topics and presents them in a very understandable and accessible manner. He has over thirty years experience in assisting individuals and businesses to limit their liability, protect their assets, implement advantageous corporate structures and advance their financial goals. Garrett is the author of Start Your Own Corporation, Writing Winning Business Plan, Buying and Selling a Business and The ABC's of Getting Out of Debt among other titles. ABOUT RICH DAD ADVISORS The Rich Dad Advisor series is the comprehensive, 'how-to' companion series to Robert Kiyosaki's international blockbuster Rich Dad Poor Dad which is recognized as the #1 Personal Finance book of all time. The Rich Dad Advisor series, which has sold over 2 million copies globally, are timely and accessible books written by legal, tax and business experts selected by Kiyosaki as his Advisors.

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.

Good item A+++++++

Good book.

good book to read

This is a well written book that explains the importance and how to's of writing a business plan. It is very easy to read and is followed up by stories to reinforce each concept.

Audio version. Very well communicated in a clear and easy to understand manner. Very comprehensive description of the how to's of writing an effective business plan. All of the questions I had were answered!!! Great book!

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.

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