



How to Write a Winning Business Plan

Joseph R. Mancuso

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A CLEAR, STEP-BY-STEP SYSTEM FOR WRITING A BUSINESS PLAN THAT WILL ATTRACT THE FINANCING YOU NEED

Joseph R. Mancuso offers key guidelines and valuable tips on how to gear your business plan to the people who control the cash. Featuring the original business plans from three highly successful businesses, plans that raised millions in upfront financing, *How to Write a Winning Business Plan* also reveals:

- * What financiers look for in a plan
- * Nine questions that every plan must answer
- * How to prospect for financial sources
- * How to romance the money men
- * How to locate hidden sources of capital
- * How to handle objections
- * How to gain a commitment
- * And much more

Complete with handy checklists and key financial forms, this book is your launch pad for a thriving business venture.

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