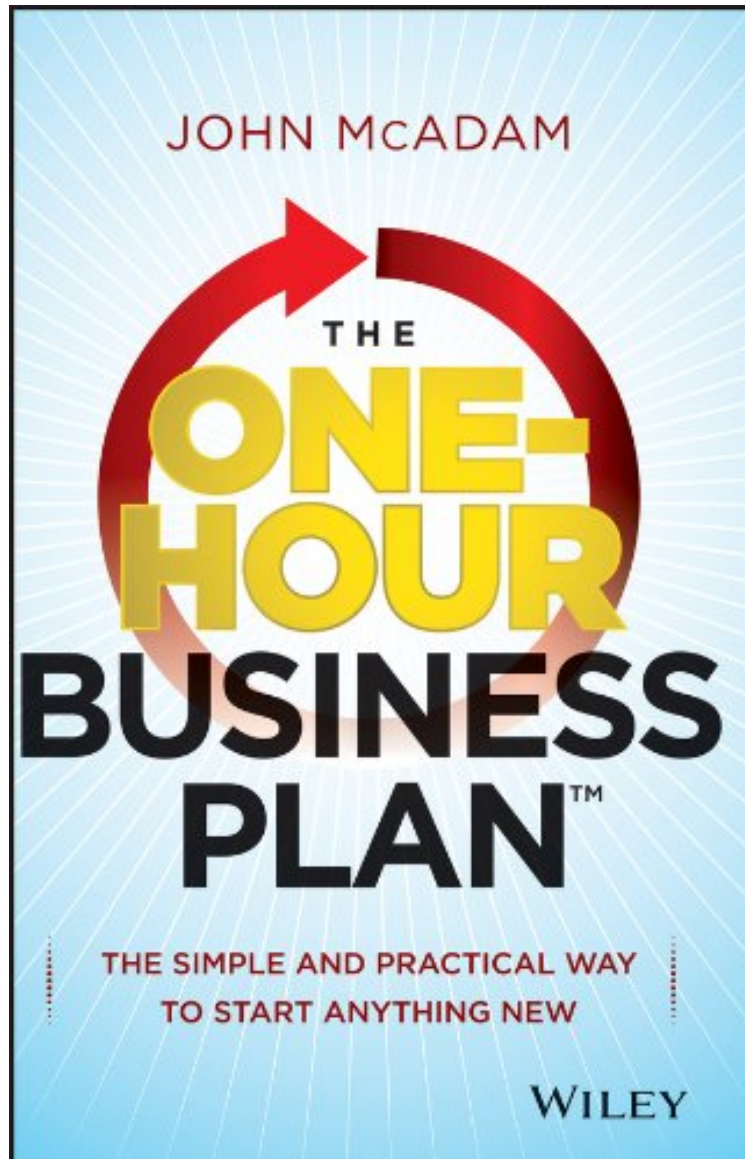


(Free) The One-Hour Business Plan: The Simple and Practical Way to Start Anything New

# The One-Hour Business Plan: The Simple and Practical Way to Start Anything New

*John McAdam*

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**John McAdam : The One-Hour Business Plan: The Simple and Practical Way to Start Anything New** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The One-Hour Business Plan: The Simple and Practical Way to Start Anything New:

1 of 1 people found the following review helpful. Not just for entrepreneurs...but for any person looking to be successful  
By patricia Salsbury  
What struck me most about this book was that the advice within it was not just

applicable to those trying to start their own business, but those looking to accelerate in life and their work, no matter what it may be. McAdams offers great methods in which to measure your own personal success with milestones and to make sure that progress is only a short ways away (hence the one-hour promise). I extremely enjoyed this book, and while it offers somewhat of a blanket way for almost anyone to get working on their dream without having to enroll in business school, it also maintains the humble perspective that there is never just ONE hard set way to go about it. High recommend. It's a great reference to have whether you decide that tomorrow is the day to look into that dream of starting your own thing you've been putting on the back burner for years or to just have it on your bookshelf...just in case that day approaches for you or someone else who needs such a critical resource at that given time.0 of 0 people found the following review helpful. Excellent, well written book. Easy to read and it really lays out a step by step procedure to get a well written business plan..By Walter M. GeslakExcellent, well written book. Easy to read and it really lays out a step by step procedure to get a well written business plan done. It also addresses items that you may not have thought about in your writing process. The author is clearly an expert on the subject matter. I would highly recommend it to others who have a fear on writing a business plan.0 of 0 people found the following review helpful. Great read, valuable for anyone looking to start a new ventureBy DavidQuick and easy read, author has a light and humorous writing style. I also like the fact that he provide a free trial membership in his website where you can get more advice, interact with other readers and even continue to get valuable consulting from the author! A long-term resource!

A guide to writing a successful business planmdash;in just one hour A strong business plan greatly increases a business chance of success, especially in an economic environment in which more than 50 percent of businesses fail within three years. Your business plan can serve as a foundation for your successful business. The One-Hour Business Plan, written by seasoned entrepreneur and business instructor John McAdam, helps you lay that foundation. With the help of this book, aspiring entrepreneurs can write a viable business plan in just one hour. Offers step-by-step guidance on the process of writing a business plan, with field-tested instructional techniques that are simple, strong, and easy to implement Written by John McAdam, a "been there, done that" hired CEO and serial entrepreneur with decades of real-world experience, who helps ordinary people become entrepreneurs and helps entrepreneurs become successful The One-Hour Business Plan outlines a process and a framework for creating a business plan that sets you up for success. Give your business the best odds for success, in just one hour of your time.

From the Inside FlapThe One-Hour Business Plan addresses the hardest part about writing a business planmdash;getting started. In one hour of writing time, the reader will have a business plan foundation to take their innovation to market. The author wrote this after seven years of observing 1,000+ business plans and field testing. This works! Through actionable guidelines and detailed, real-life examples, The One-Hour Business Plan steers you through the process of writing a business plan foundation quickly while preserving your limited time and financial resources. Whether you're an experienced entrepreneur or a first-timer with a million-dollar idea, you can learn and benefit from the "five essential business plan cornerstones" that serve as the foundation of any successful business. Seasoned entrepreneur John McAdam identifies the most critical ingredients in successful business plans for sustainable businesses. With a straightforward personable style and interactive reader exercises, The One-Hour Business Plan teaches you how to: Create a value proposition that makes a stronger business model Determine your customer target audience and reach your most receptive market Examine your proposal through a critical customer's eyes Set milestones and action plans to guide your business Predict how much money you will make and how successful your business will be These five cornerstones will ensure that your business plan is effective. Ideal for any beginning entrepreneur, business owner, or experienced tycoon looking to gain an edge, The One-Hour Business Plan is an efficient, one-hour primer that will help you start thinking about a new business or doing something new with your old one. After reading this book, you might want some guidance on your business planning worksheets. If so, then submit your worksheets for brief but pointed free feedback and a trial business club membership at <http://planfoundations.com/trial>.From the Back CoverPraise for The One-Hour Business Plan "This inspirational book is a must read for anyone aspiring to be someone and especially those people who are looking for angel funding. This is a book that is tough to put down." mdash;Richard Levin, Chairman, Private Investors Forum (angel investors) "What I enjoy most is that his business planning approach gets rid of all the clutter and gets to the heart of your business. I can't wait until this book comes out so I can start referring people to it." mdash;Lloyd Cambridge, Director, NYC Business Solutions "This book is all about what to do to get your company somewhere FAST, which is all too essential in this fast-paced world of startups." mdash;Valerie S. Gaydos, founder, Angel Venture Forum "John's The One-Hour Business Plan is an essential and easy read. I found the five essential business plan cornerstones to be spot on." mdash;Jan W. Zupnick, President, The Entrepreneurship Institute "John McAdam's The One-Hour Business Plan was exactly what I needed. Providing me with a systematic approach, I was able to put my thoughts in a clear, concise format that inspired the attention I wanted." mdash;Chris Brown, Entrepreneur, Utah "As a SCORE mentor, I come across many budding entrepreneurs trying to aggregate their vision into a business plan . . . Mr. McAdam provides a

quick and concise recipe to help them put their vision to paper to effectively accomplish that goal." mdash;David Cantera, Service Corps of Retired Executives (SCORE) Counselor "The One-Hour Business Plan helped me take a complex new concept, describe my service, and explain why my customer needs it, all very effectively. I was able to land six new clients for my new service!" mdash;Dan Macfarlan, Bucks County Lock Key

About the Author JOHN McADAM has decades of business experience as a hired CEO, serial entrepreneur, and instructor. He holds an MBA from the Wharton School and has taught strategic business planning at the Wharton Small Business Development Center for years. Quoted in business publications such as Inc., Success, Crain's New York Business, Business News Daily, and Wharton Alumni Magazine, John McAdam also speaks for organizations, having been a frequent radio guest and guest speaker on NBC10 Philadelphia Small Business Week and Money Matters TV. To book John McAdam, visit <http://planfoundations.com>.