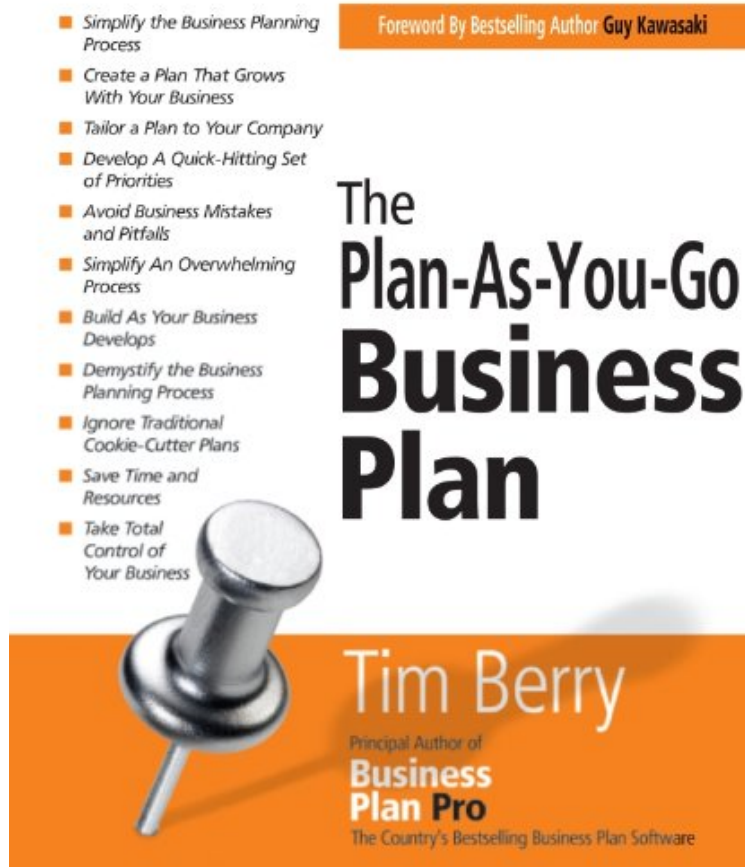


[Download] The Plan-As-You-Go Business Plan (StartUp Series)

## The Plan-As-You-Go Business Plan (StartUp Series)

Tim Berry

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**Tim Berry : The Plan-As-You-Go Business Plan (StartUp Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Plan-As-You-Go Business Plan (StartUp Series):

14 of 15 people found the following review helpful. A bunch of blog entries and stock photos copied-and-pasted together...By GLBTIn the past couple of months, I've read about a dozen different books about starting your own business, marketing, writing up a business plan, etc., and this was BY FAR the least useful of the bunch. It was actually the first one I read, too, and after reading it I was really worried that this was what all of these books were going to be like. What Tim Berry has apparently done, here, is to take a bunch of old blog entries he'd written and copied and pasted them together into a book. That would be fine, but there's no depth at all. The whole thing reads like this:===You can read this book in any order you want. Would you like to start at Chapter Three? Well, you can. Because this is YOUR business plan. You don't have to do it the way I want you to do it or the way anyone else wants you to do it. You should do it the way YOU want to. After all, you wouldn't have someone else tell you how to plan your trip, would you? Of course you wouldn't. And, similarly, no one else can tell you how to do put together your business plan. Because it belongs to you. So if you want to start with Chapter Five of this book, that's great. You could even go from Chapter Five to Chapter Two. Why not? The important thing is that you are doing things in a way that

makes sense for you.===And so on....It's full of very vague, cheering-you-on non-information and a few analogies that are repeated several times throughout the book (perhaps because he didn't actually write a book; he collected a bunch of his old blog entries and slapped them together into this thing. For what it's worth, I suggest you skip this book entirely and instead take a look at Rhonda Abrams' "Six Week Start Up" which is also about starting a new business but which provides FAR more concrete information and useful suggestions. Instead of spending 80% of the book talking about what she's going to tell you, as Tim Berry does, Abrams jumps right into it. Her book is actually organized in a way that makes sense and will be useful to you. When I was reading these books, I was taking notes in my notebook (because they're library books so I can't write inside them). After reading Abrams' book, I had about 20 pages of useful notes and had decided to go ahead and order a copy because it was so useful. When I was done with the Tim Berry book, the only note I'd written was "Ugh." 4 of 4 people found the following review helpful. Must read if concerned about success in running a business By Philipp Furst Buttler I bought the Kindle edition of this book and only a few days later, I bought Tim Berry's and Palo Alto Software Business Plan Pro UK Edition. I was so excited about his approach. I'm running advertising media agencies for years and I had also the opportunity to give opinion about several business plan initiatives from others in my life. Believe me, Tim Berry's approach is so practical. It works for small and medium companies, but it has also very useful application for big companies or even international companies like the one I'm working for right now. You will re-learn what you already know about managing a company, but Tim Berry will help you to organize your experience, he will help you to focus. At least, this was my impression. I got some key concepts really clear and it will help me for sure to improve our work and effort at our company. I don't know yet the results, but I hope to post improvements in another review, if allows me do it. If you are concerned about success in your business, if you have a fascinating idea in your head to start a business, you MUST invest the little money it costs buying Tim Berry's book. A tip for savings: if you buy directly Palo Alto's Software, you can get the readings already included. Another tip: certain books in Kindle version need to be improved, especially if a book contains tables. If you install the Kindle app at your PC, you can revise Tim Berry's tables perfectly. 2 of 2 people found the following review helpful. Business Planning for Everyone By Marilyn Urso Tim Berry simplifies a very daunting task so that everyone who is in business or thinking about being in business can get organized and see the 'big picture'. One of the unique features of this book is that it links to it's own live website. As Tim tells us on the homepage, "Why settle for a book by itself, when together, with something like this site, we can do a lot more?" So, you're asking, "What's a lot more?" Videos, links to current blogs on the topic and even corrections or additions to the material in the book itself. As stated in the Preface, business planning is no longer a 'static' part of business but an ongoing creation. Tim says: "Do as much planning as you'll be able to use. Realize that all plans will change, so think of your plan as ongoing and use it to guide your business. Expect it to change, but use the planning to keep your eyes on the long-term goals even as the details change. It's like planning a trip, for example: having the plan doesn't lock you in, it helps you keep track and revise as needed ... without losing track of the goal. Plan as you go." I highly recommend this book for the insights and ease of use - go from cover to cover or jump in at whatever chapter is most important to you. The end result is the same, lots of help for getting that plan and getting started!

The principal author of Business Plan Pro, the country's bestselling business plan software, simplifies the business planning process and reveals how to create business plans that grow with the business. Providing adequate guidance for every situation and every stage of business, readers are trained to ignore the traditional, formal cookie-cutter plans that other business planning resources offer and to focus on tailoring a plan to their company; allowing them to literally plan as they go and to, ultimately, steer their business ahead while saving time. Clear-cut instructions help business owners quickly build the type of plan that works for themone that helps them take total control of their business, improve profits, raise capital, operate a profitable enterprise, and stay ahead of the competition. Very comprehensive, yet easy-to-understand, this business tool offers more than just the nuts and bolts of writing a business planthe author also provides invaluable insight through real-life examples illustrating key points and avoidable mistakes as well as cutting-edge information for the 21st century entrepreneur. This guide is designed to be a reliable tool for those entering into the world of starting and owning their own business.