

10 Reasons Why I Should Write (or Edit) Your Business Plan

Or, rather, why you should come to me for your business plan needs, rather than my competitors.

1. Personalized Attention. When you did your Google (or Yahoo) search, how many business plan consultants were listed by their names? None – except mine. When you contact “John V. McCoy, Business Plan Consultant”, you get me – not my assistant, a secretary, or a menu-driven robot. I answer my own phone. I return my own calls. (How many times have you clicked on “Contact Us” only to find out there is no name on the form; you don’t know who is receiving your email.) So, forget those cutesy names like “Biz Guru” or “My Business Analyst” and stick with someone who will put his name on his website.
2. You get my skills and experience. Not only do you get personalized attention when you contact me, but when it comes to actually writing your business plan, I write it – not an assistant or my staff. When you go to a car mechanic, you want to talk to the head mechanic, not his assistant, right? When you go to your law firm, you want to talk to the partner in charge, not an associate. The same applies when you contact me. I write your business plan. I work with you on it. I advise you. Not somebody else I’ve delegated to handle new clients.
3. You are Hiring a Writer. You want a skilled writer with business savvy; not a business advisor with meager writing skills. Let’s face it, you’re looking for someone to help you write your business plan, not someone who will guide you through the IPO process, do your financial planning, give you legal advice, steer you through the funding maze. These things, though important, will have to wait. First you’ve got to write the business plan.
4. Experience, Experience, Experience. Yes, I’ve “been there; done that.” I’ve been writing business plans for so long, they didn’t even have software programs for business plan writing when I started. To this day, I do not use a software program designed for business plan writing. Most of those software programs are over-rated, for one thing. For another, you don’t want an off-the-shelf business plan. The best plans are individually tailored – like a good suit. They are the ones that stand out, and eventually get the attention they deserve by astute investors, who are keenly aware of the phony business plans that come across their desks on a daily basis.
5. A small organization of one. I have only one associate, someone who can write, but also a very talented number cruncher. His credentials match mine. Other than that, we are the entire organization. I know the frustration of going to a large bureaucracy and never being able to reach the party at the top. When you contact me, you get me. So, one more time, if it’s personalized attention you want, you’ve come to the right place.

I've looked at my competitors' websites (just as you ought to do before coming to me to write your business plan). Here's what they reveal to me – any why, for the reasons above, and for the following additional reasons, you would be better off coming to me:

6. Business Plans for \$99? You don't honestly believe you could get a carefully crafted business plan for \$99, do you? Enough said.
7. Business Plan Templates? Sure, it's the fastest, easiest way to prepare a business plan -- "by the numbers". But will it attract readers – the kind of readers you're hoping to reach? Once again, there are no short cuts when it comes to writing a business plan.
8. A business plan prepared in 21 days? Are you kidding? Would you want your house painted in an hour? Business plans are labor intensive projects. They require the give and take of both parties – you and me. I can work as fast as you can, and turn things around quickly. But can you take time from your busy schedule to answer my follow-ups just as quickly? Any way you slice it, a business plan takes time. So, if you want it next week, go to the fly-by-nights. But if you're a good planner -- which means you're not a procrastinator who has put off your business plan until you've run out of money completely -- then you'll understand the old adage: All good things take time.
9. Those Other Websites Offer a Plethora of Services – when all you want is help writing your business plan. Some websites are simply a place for consultants to hang out their shingles. They are a clearinghouse of advisors, a "Who's Who List". But few of them will actually sit down and write a business plan. First, writing a business plan is time consuming. Secondly, they are advisors, not writers. Their stock in trade is talking (giving advice), not writing.
10. Finally, beware of the slick website. Successful websites, as you no doubt know, generate a good deal of their income from advertising. The more advertising, and the more links you find at these sites, the more money they earn. So they offer everything under the sun, and do a bang-up job of marketing their site. But will that result in your finding a highly skilled, competent writer? You won't find any advertising on my site. That's because I only offer one thing: My business plan writing services. Period.

If you're still not convinced, then go ahead and look at my competitors' websites. Scrutinize them as I have. I'm confident that I offer something better. Perhaps you will reach a similar conclusion. Then come back and let's talk about what brought you here in the first place. Simply stated, you need to produce the most important document in your business life, your business plan. And you need to have it done right.