

# GROWING YOUR OWN BUSINESS: A WORKBOOK

## EXERCISE 4.6

### A REALITY CHECK

You have finished your Business Plan. You are ready to submit it to your bank or a potential funder. Before you do, run these final checks:

Is the Executive Summary:

- > Short?
- > Relevant?
- > To the point?
- > Interesting?
- > Packed with "Ooomph"?

Check the entire Business Plan (get help if you need it) for:

Spelling mistakes - Use a spelling checker if your business plan has been word-processed

Grammatical mistakes - Use a grammar checker (but be careful) if your business plan has been word-processed

Page numbering - Are the pages all in order, with no gaps or duplication?

Chapter/section numbering - Are the chapters/sections all in order, with no gaps or duplication?

Cross-references between sections/pages - Are these correct?

Logical structure - Does the plan flow in a sensible order?

Jargon/use of language - Do you introduce concepts, explain jargon, demystify complicated things for the reader?

Length - Is it too long? Could you cut parts out, without damaging it? Could sections be moved into an Appendix?

Type size/style - Is it easy to read? Are headings clearly identifiable?

Colour - If you are using coloured type, does it help or does it distract? Keep it simple.