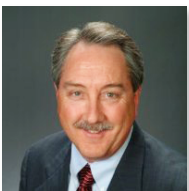


Business Plan

By Jack Pearce, Next Level Consultant

1. A well thought out Business Plan may serve many purposes. Not only is it a requirement when raising capital or borrowing funds, it may also help you to stay _____ and _____.
2. The Franchise Bible includes several tips on what to include in a Business Plan, such as having a four or five page _____ which serves as an introduction for your reader to quickly determine their level of interest.
3. An important rule to follow when building your Business Plan is to always be _____.
4. When you raise capital for your business you should always be careful not to violate any _____ laws.
5. If you want to protect proprietary or trade secret information you should always require a _____ - _____ agreement from anyone who is allowed to view your Business Plan.

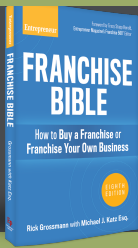


With almost four decades of C-suite experience in a variety of businesses, Jack created Next Level Consultant, specializing in small business and franchise consulting services. He and his team help clients reach their “next level” of success. He’s also a published author and long-time contributor to Franchising World.

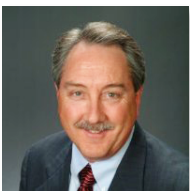
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6. Just because you purchase a franchise business location with lots of support from the Franchisor, do you still need to prepare your own Business Plan, yes or no? _____
7. One of the first things you want to do when starting your new business investment is to create an _____ strategy.
8. Other than an exit strategy, there are three other important strategic plans to create for your business including a local _____ plan, an _____ plan and a pragmatic and dynamic _____ plan.
9. When planning, monitoring and managing the financial activities of your business it is absolutely essential the information you use is both _____ and _____.
10. Failure to delegate _____ and _____ to key employees is a primary reason why entrepreneurs fail to further develop their overall business.



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