



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

By John McAdam

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The One-Hour Business Plan: The Simple and Practical Way to Start Anything New By John McAdam

A guide to writing a successful business plan—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.

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Editorial Review

From the Inside Flap

The One-Hour Business Plan addresses the hardest part about writing a business plan—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 Cover

Praise 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."

—**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."

—**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."

—**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."

—**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."

—**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."

—**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!"

—**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>.

Users Review

From reader reviews:

Mark Fetter:

The One-Hour Business Plan: The Simple and Practical Way to Start Anything New can be one of your beginner books that are good idea. We all recommend that straight away because this publication has good vocabulary which could increase your knowledge in vocabulary, easy to understand, bit entertaining but nevertheless delivering the information. The writer giving his/her effort to put every word into enjoyment arrangement in writing The One-Hour Business Plan: The Simple and Practical Way to Start Anything New but doesn't forget the main point, giving the reader the hottest along with based confirm resource info that maybe you can be among it. This great information can certainly drawn you into brand-new stage of crucial thinking.

Ernest Tate:

Are you kind of hectic person, only have 10 or perhaps 15 minute in your time to upgrading your mind talent or thinking skill even analytical thinking? Then you are experiencing problem with the book as compared to can satisfy your small amount of time to read it because all of this time you only find book that need more

time to be read. *The One-Hour Business Plan: The Simple and Practical Way to Start Anything New* can be your answer mainly because it can be read by a person who have those short spare time problems.

Cedric Barnett:

Is it you who having spare time in that case spend it whole day by watching television programs or just lying down on the bed? Do you need something totally new? This *The One-Hour Business Plan: The Simple and Practical Way to Start Anything New* can be the respond to, oh how comes? A fresh book you know. You are so out of date, spending your extra time by reading in this completely new era is common not a geek activity. So what these books have than the others?

Charles Gray:

As we know that book is important thing to add our knowledge for everything. By a publication we can know everything we wish. A book is a group of written, printed, illustrated or even blank sheet. Every year seemed to be exactly added. This reserve *The One-Hour Business Plan: The Simple and Practical Way to Start Anything New* was filled regarding science. Spend your spare time to add your knowledge about your technology competence. Some people has different feel when they reading a new book. If you know how big selling point of a book, you can sense enjoy to read a publication. In the modern era like now, many ways to get book which you wanted.

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