

# Business Plan Revision Guide

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## Add more details

Use more specific details in your business plan. For example, “I will have menu items between \$4 and \$6 for the lunch menu at my Cafe. Here are four examples of menu items that I will serve.” The more specific details you could include the more details you will have to work within the next assignment.

Another two places where you need to include more specificity is in the “specific problem that your business solves” and in the “Why now?” sections. Many people have trouble articulating what makes their business stand out.

Your target customer cannot be everyone. Make it much more specific. Successful business plans look at specific demographics: people who live within five blocks of the business location, or men ages 18 to 28. Be very specific and very intentional about this. It's always easier to start more specific, then go more general.

Be very intentional in **connecting your marketing plan to your audience**. If you're marketing to Millennials, you probably don't want to use newspaper ads. Use social media instead. If you are marketing to senior citizens, using social media might not reach your target demographic. Be specific as possible.

Make sure that you have 5 **references** on your final page. Cite each reference at least once in your body text. Back up your points by using citations, just like in any other course. Use in-text citations.

## Formatting

You have the freedom to do what makes sense and looks appealing on your cover page. On the pages with the text, align everything to that left margin. All of the text needs to start on the left side of the page.

Use page breaks to separate your pages.

For a professional-looking document, make sure that your font sizes are consistent. Aside from your cover page, you should only use two types of fonts and styles in the body of your text. Use one style for your headings and one style for your body text in each paragraph. For example, your body text could be Times New Roman size 12 and your headings could be Times New Roman size 14. Feel free to play with fonts--just be sure that I can still read it. You might also Google search “font pairings” for more ideas about what fonts look good together.

Don't use colons at the end of your headings. As long as you have enough contrast between your heading fonts and your body text font, your audience will know that they are headings. No colons are necessary

## **Style**

Only use "you" when you're writing directly to your audience. For example, "you should pick up your trash" is much more direct and effective than "You would want to recycle." The first one directly addresses the reader; the second one doesn't.

Use a formal tone to convince your audience that your business plan is credible. Stay away from contractions and slang.