

Business Plan Tips to Impress Your Lender

1. Executive Summary

Make a confident first impression with a straightforward executive summary. As the first thing lenders read, it sets the tone for your entire business plan. In a few paragraphs, you should summarize who you are, what your business does, what you're asking for, and why you need funding.



2. Company Overview

Now you get into the foundations of your company. This section can be longer than the executive summary, but it is still an overview of relevant information about your business. Don't get bogged down in too many details. Lenders want to know why your business is a good investment. Highlight your strengths in this section.



3. Market Analysis

In the market analysis section, prove there is a demand for your product or services. Lenders need to know there's a healthy market and that you understand how to work within the existing competition. Start by researching market size, growth trends, and consumer behavior. Use your numbers or cite reputable sources to put the whole picture concretely.



4. Products and Services

Earlier parts of the business plan describe your products or services, but this section should provide a detailed breakdown. List everything you sell or provide, what you charge, and how those offerings generate revenue. Consider a bulleted list or informational table rather than a written paragraph.



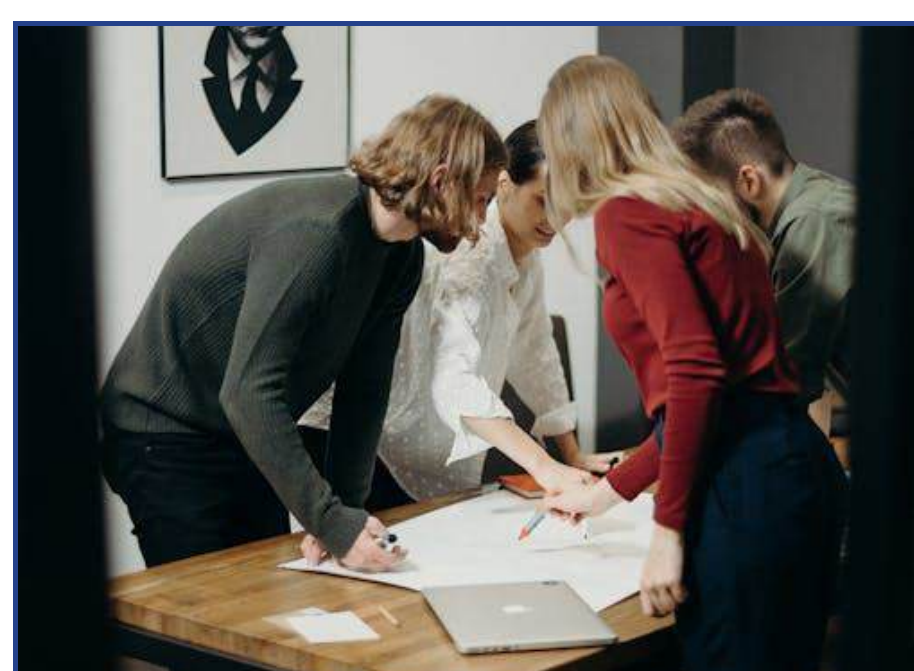
5. Marketing and Sales Strategy

Offering great products or services is only the first part of a sale. The second part is getting your offerings into customers' hands. Every business plan should include details about your current marketing strategies, like advertising efforts, online presence, loyalty programs and partnerships.



6. Operations Plan

In this section, demonstrate how your business runs. Outline your business's day-to-day mechanics, including your location, staffing, equipment, management systems, suppliers, and workflow. Demonstrate operational stability to build lender confidence in your ability to grow.



7. Financial Projections

In this section, you prove you can repay the loan with detailed financial forecasts for the next 12 to 36 months. Your projection should reflect your current performance. These projections should reflect your current performance and show how the loan will impact future growth.



8. Loan Request

Spell out how much funding you need and what you'll do with it in this section. Break down how your business will spend the money. Take the opportunity to state your preferred loan terms, such as repayment schedule, collateral, or desired interest rate.



9. Worth the Effort

Whether you're just starting or planning your next growth phase, building a solid business plan will put you ahead of the curve for running your business and financing.

