

## **Business Plan**

Many people will tell you to create a Business Plan before you start a new enterprise. That sounds like a fine idea but it works only in theory. In practice, you don't have nearly enough information to create any kind of a plan that is anything more than a wild guess.

You have to start off your new business by "shotgunning". Try everything you can think of to find out what works. Later, after you've tried many different things and collected lots of information about what does and what doesn't work, then you can create a Business Plan.

Here is what I suggest is a plan that works for creating a new business:

### **The Entrepreneur's Business Plan**

- Travel light.  
Take only essentials - that includes space, equipment, and inventory.
- Feed wherever possible.  
Use every income opportunity.
- Hunt constantly.  
Promote, promote, promote.