

## **Why Plan?**

Professional pilots always create, file, and follow a flight plan. Why? Because having a plan ensures that the flight will be completed safely. The same principle holds true for a business plan. The most successful entrepreneurs create and follow their business plan. This is not to suggest that the plan must be followed rigidly. Just as pilots need to make in-flight adjustments to their plans (due to weather or mechanical issues) entrepreneurs must make adjustments to their business plan based on market conditions or new opportunities.

Tim Berry, [www.timberbplans.com](http://www.timberbplans.com), a leading expert on business plans, has posted a series of his business planning videos on-line at the US Small Business Administration (SBA) site: <http://community.sba.gov/community/blogs/community-blogs/business-planning-tutorials/business-planning-introduction-and-orientation>. SBA also has business plan guides for starting and managing your business, <http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/writing-business-plan>.

Edward "Sandy" Cutler, PhD  
**BizCoach, Inc**  
[bizcoachinc@comcast.net](mailto:bizcoachinc@comcast.net)  
[www.bizcoachinc.com](http://www.bizcoachinc.com)