

*Helping businesses start,  
grow, and prosper.*

### Who Should Attend...

- ❖ Attendees of the First Step Workshop wanting to take the next step to opening a small business
- ❖ Entrepreneurs looking to begin their own business
- ❖ Existing small business owners who want to expand or change their businesses

### In Just 3 Hours You Will Learn...

- ❖ What a business plan is & why all new & existing businesses need one
- ❖ The 5 major reasons for having a **written** business plan
- ❖ How a strong business plan can help you to make decisions, evaluate strategies, and convince others that your business is sound
- ❖ The 3 main components of a good business plan
- ❖ How to avoid the mistakes many business owners make when preparing a plan
- ❖ The parts of the business plan that are of most interest to lenders & investors

*Take the next step to making  
your business a reality by attending...*

## Writing an Effective Business Plan

This workshop provides an overview of the components that comprise a business plan. Developing a business plan is often the most important step in starting a new business. Business planning allows you to get a realistic appraisal of the potential viability of a new business prior to deciding to launch. A good business plan serves as a "roadmap" to guide a new business through the start-up process or a growing business through expansion. The business plan can be invaluable in terms of garnering financing support for your business and as a management and marketing guide.

**February 20, 2008 ❖ 1-4 PM**

**April 24, 2008 ❖ 1-4 PM**

**Carlisle, PA**

*Co-sponsored by & Located at the  
Murata Business Center*

**March 18, 2008 ❖ 9 AM-Noon**

**Chambersburg, PA**

*Co-sponsored by & Located at the  
Greater Chambersburg Chamber of Commerce*

**Ask about similar workshop offerings in York!**

**Cost is just \$15!**

**Attend a First Step Workshop & receive \$5 off!**

**Reserve your seat today.**

**Call 717-477-1935!**