

## **Public Libraries Briefcase**

No. 12, 3rd Quarter 2005

A publication of the BRASS Business Reference in Public Libraries Committee

**Updated April 2015**

---

# **Writing a Business Plan**

Written by  
Terry Zarsky  
Business Services Librarian  
Pikes Peak Library District  
Colorado Springs, Colorado

A topic of interest today in the public library is helping people who want to start their own business or expand the one they currently own. Most people in this situation need to write a business plan to submit to interested investors or banks to obtain the money necessary for their dreams. A few write a business plan to be used more as a roadmap of where they want to go. These second ones can be written more in an outline format, but most business plans need to address the following topics in depth: the business, products, financial data, marketing and advertising and management. A good outline of a business plan can be found at the Small Business Administration webpage (<https://www.sba.gov/writing->

