

## **Media release:**

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### **How many good reasons are there for NOT doing a business plan?**

If you know people who are reluctant to commit their business ideas to paper, you might want to point them towards the free pdf of a new booklet now available online. It is called "*39 good excuses for not writing a business plan....and a few good reasons why you should*". It is the perfect tonic for jaded business advisers – and their clients.

Author and business researcher Dr Brian Dear claims that: "We've heard some really innovative reasons for doing nothing in our time. Finding excuses for not writing a business plan seems to bring out the creative side of entrepreneurs!"

His co-author, business adviser Peter Morgan, said: "Our booklet could be just the resource business advisers need to persuade entrepreneurs to put their ideas on paper."

As well as taking a lighter-hearted look at the excuses people use to avoid writing a business plan, the booklet offers a handy guide to checking that a business plan covers all the relevant information.

It is available in pdf format from [www.cut-edge.co.uk](http://www.cut-edge.co.uk) (click on "*Latest news and documents*".)

end.

**Notes:** Cutting Edge helps businesses and public sector organisations to identify, understand, win over and retain the customers, stakeholders and communities with whom they want to do business.

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