

## **1. NOT CUSTOMIZED TO THE LENDER**

place the name of the bank on the cover sheet. they notice.

## **2. MISSING CONTACT INFORMATION**

ensure your cover page includes your contact information. make it easy for them to ask questions.

## **3. NO SUMMARY**

give them the bottom line up front. what are you proposing? how much money will you need? how will funds be used?

## **4. WEAK MARKET ANALYSIS**

detail demand and what need you are going to fulfill.

## **5. OPERATIONS NOT DEFINED**

explain how the business will operate. show them you are the expert.

## **6. FAILURE TO ESTIMATE SALES**

ensure you can defend your sales estimate. be conservative.

## **7. "CUT AND PASTE" CASH FLOW**

same expenses for every month ? wrong. check out this short YouTube video on cash flow statements: <http://youtu.be/g7qt8G259n8>

## **8. NO BACKUP DOCUMENTATION**

have details on cost of goods, wages, and even estimates on utilities.

## **9. LACK OF PERSONAL CREDIT REPORT**

putting a credit report in your packet can save "hits" on your report (and can also keep bankers from knowing where else you have pitched the plan).

## **10. DESCRIPTIVE RATHER THAN ANALYTICAL**

the number one biggest weakness is to describe the business. your plan should be analytical and answer the questions "why?" and "says who?" for every aspect of the plan. for instance "why did you choose the particular business name?" and "who says it is a good name?"