

Have you tried to write the executive summary first, to get an idea of how the plan will look and feel? That's a natural tendency, but spend the time working on the other sections first and then come back to it. When you return, write one or two sentences on the following worksheet that summarize the key points from each of the other sections. This will form the backbone content of your executive summary.

General Company Description	
Products and Services	
Marketing	
Operations	
Management Team and Organization	
Financials	