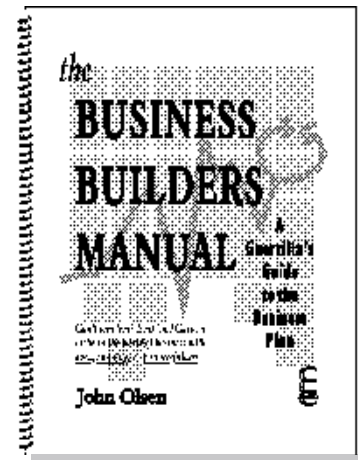


STRAIGHT GOODS FOR THE ENTREPRENEUR

It took a CED trainer to write one of the smartest business planning guides now available



RAY GEROW

Still out there looking for that “perfect” do-it-yourself business plan book? Look no further. *The Business Builders Manual*, which markets itself as a “Guerrilla’s Guide to the Business Plan,” is, in my humble opinion, the book we’ve all been looking for.

Utilizing this book, a trained monkey could eventually produce a great business plan. The author, John Olsen, is a man who has obviously “been there, done that” and has lots of T-shirts to prove it. Unlike most business plan books I have read, this one was not authored by a “bean counter” type of person, but by an individual who has his heart in economic development. John Olsen, a long-time CED trainer and consultant, passes on his many years of experience in the entrepreneurial world in this one easy-to-read, easy-to-understand book.

The Business Builders Manual is very realistic. It does not use the soft shoe approach, but at the same time it does not try to frighten the potential entrepreneur. You will not find many fancy \$10 words, instead you will find a book that is simple to follow, yet will produce a very complete and professional business plan. Throughout this book you will find excellent examples, from the experiences of the author as well as others. By including lots of real-life examples, you are left with the comfortable feeling of having input from many different people. *The Business Builders Manual* is John Olsen’s way of passing on his vast knowledge without sounding self important and trying to impress the reader. He has the uncanny knack for anticipating common errors, and he very diligently steers you in the right direction as you approach each of the potential danger points.

The way Olsen has laid out *The Business Builders Manual*, in easy-to-digest, bite-size pieces called “building blocks,” creates an atmosphere that will not scare off the first-time business plan builder. At

the same time, Olsen has created a book that even the most seasoned professional will find useful as a guide and checklist to use on an on-going basis while creating business plans.

The building block style allows for constant revisions and upgrading as the reader learns new information. Almost before you know it, you have enough building blocks to assist you to build the solid foundation that is so necessary in order to create your own business.

In short, I’m as impressed as hell. I’ve seen a lot of do-it-yourself business planning manuals, and this is the best. I have no problems with recommending it to individuals or organizations in the business of assisting others to develop business plans. It may be the best investment you could make in order to ensure the strength of a future business. ↵

RAY GEROW is manager of the Prince George Aboriginal Business Development Association, past manager of the Lakes Development Society (Burns Lake, B.C.) and past EDO of the Burns Lake Native Development Corporation. He has 20 years experience running and owning small businesses (most, but not all successful). A former soldier, he served with the Canadian contingent in the Gulf War. He has one wife, five kids, a dog, and two birds. Contact him at (tel) 250-562-6325, (fax) 250-562-6326, (e-mail) pgabda@bcgroup.net.



The Business Builders Manual: A Guerrilla’s Guide to the Business Plan by John Olsen is available from The CED Bookshop. Price: \$25 (volume discounts apply). To order *Business Builders*, or to receive a complete listing of top-quality CED resources, contact The CED Bookshop at 4656 Margaret Street, Port Alberni, B.C. V9Y 6H2 (toll-free) 888-255-6779.