



Yeni Ebrary Arayüzü

Kullanıcı Kılavuzu

İçindekiler

- **Arayüze Genel Bakış**
- **Okuyucu Seçimi**
- **Search – Arama Seçenekleri**
 - Simple Search – Basit Arama
 - Focus Search – Konulara Göre Arama
 - Advance Search – Gelişmiş Arama
 - Recent Search - Oturumunuzda yaptığınız taramaların kaydedildiği tarama tarihçesi bölümüdür.
 - Chapter ranking - Sonuçları, sadece en ilgili kitaplara göre değil en ilgili bölümlere göre de sıralamayı sağlayan bir özelliktir.
 - İçindekiler
- **QuickView - Hızlı Görüntüleme Özelliği**
- **Ebrary Reader – Ebrary Okuyucusu**
- **Geliştirilmiş Kitaplık Seçenekleri (bookshelf)**



The screenshot displays a search results page with a list of books. A context menu is open over the 'InfoTools' section, showing options: Define, Explain, Locate, Translate, Search Docs, Search All Docs, Search Web, Search Catalog, Highlight, Add to Bookshelf, Copy Text, Copy Book, Print, Print Again, Toggle Automatic, Preferences, Help, and About ebrary.

Genel Bakış

QuickView; sekmesini kullanarak ebrary reader programı bilgisayara yüklenmeden de kitapların içeriğini görmek mümkündür.

Search Kutucuğu

Search

Arama Kutucuğu

Bookshelf (Kitaplık)

Bookshelf özelliğini kullanarak favori E-kitaplarınızı (bookmark) toplayabileceğiniz ve kaydedilen notlarınızı saklayabileceğiniz, sınırsız sayıda depolama kapasitesine sahip geliştirilmiş kitaplık seçeneklerine erişebilirsiniz.

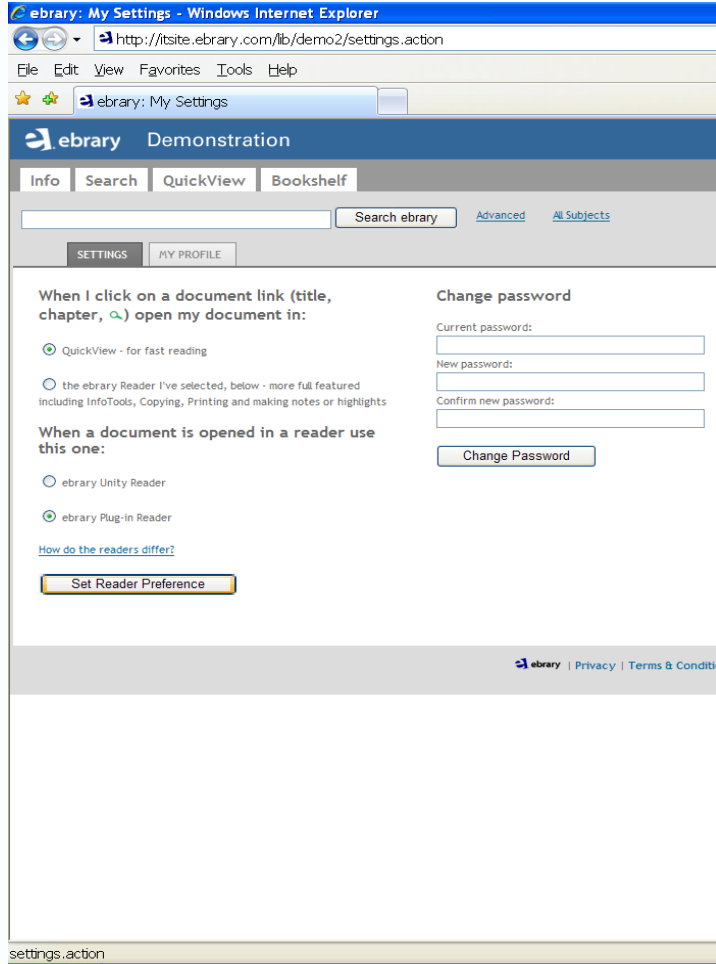
Kişisel Hesap Oluşturma

Screenshot of the ebrary website's "Create Your User Account" page. The page is displayed in a Windows Internet Explorer browser window. The URL is <https://site.ebrary.com/lb/demo2/newAccount.action>. The page title is "ebrary: New Account - Windows Internet Explorer". The browser's address bar shows the URL. The page content includes a navigation menu with "Info", "Search", "QuickView", and "Bookshelf" tabs. The "Bookshelf" tab is highlighted with a red arrow. The main content area is titled "Create Your User Account" and contains a form for creating a new account. The form fields include Username (jsmith), password (masked with dots), Retype password (masked with dots), First name (Jane), Last name (Smith), and Email address (jane.smith@ebrary.com). There are two checkboxes for receiving updates and agreeing to the Terms of Service. A "Create New Account" button is at the bottom of the form. A yellow box on the right side of the page contains the text: "Bookshelf'e giriş için ilk önce Sign In butonunu kullanarak bir hesap oluşturulması gerekmektedir." (To enter Bookshelf, you must first create an account using the Sign In button.)

Kişisel hesap oluşturduktan sonra Bookshelf özelliklerini kullanmaya başlayabilirsiniz.

Bookshelf'e giriş için ilk önce Sign In butonunu kullanarak bir hesap oluşturulması gerekmektedir.

Görüntüleme Yöntemi Seçimi



ebrary: My Settings - Windows Internet Explorer
http://itsite.ebrary.com/lib/demo2/settings.action

File Edit View Favorites Tools Help

Search ebrary Advanced All Subjects

SETTINGS MY PROFILE

When I click on a document link (title, chapter, etc.) open my document in:

QuickView - for fast reading

the ebrary Reader I've selected, below - more full featured including InfoTools, Copying, Printing and making notes or highlights

When a document is opened in a reader use this one:

ebrary Unity Reader

ebrary Plug-in Reader

How do the readers differ?

Set Reader Preference

Change password

Current password:

New password:

Confirm new password:

Change Password

My Settings

My Settings

Bu sekme kullanılarak, kitap linkine tıklandığında kitabın içeriğinin görüntülediği format değiştirilebilmektedir.

İhtiyacınıza göre QuickView yada Ebrary Reader opsiyonlarından birini seçebilirsiniz.

1- Quickview : Kitabı bu seçenek ile açarsanız, kitabın içeriğini hızlı biçimde görüntüleyebilirsiniz. Ancak çıktı alamazsınız.

2- Ebrary Reader : Kitabı bu seçenek ile açarsanız çıktı alma, kopyalama ve not ekleme gibi özellikleri kullanabilirsiniz.

My Settings'i kullanarak tercihe göre aranılan döküman direkt ebrary Reader üzerinden ya da Quickview ile görüntülenebilmektedir.

Basit arama

ebrary: Simple Search : "business plan" - Windows Internet Explorer

http://itsite.ebrary.com/lb/demo2/search.action?p00=%22business

File Edit View Favorites Tools Help

ebrary: Simple Search : "business plan"

ebrary Demonstration

Info Search QuickView Bookshelf

"business plan" Search ebrary

BOOK RANK CHAPTER RANK RECENT

▼ Focus your search by selecting an additional subject below.

New Business Enterprises Business Planning
 Popular Works United States
 Venture Capital Business Enterprises

Search ebrary

Showing 1 - 20 of 2,155 documents

Sort results by: Relevance | Title | Contributor | Publisher | Date

How to Write a Business Plan (8th Edition) ebrary Reader
Author: [McKeever, Mike](#)
Publisher: [Nolo](#)
Released: 2007
Subjects: [Business planning](#), [New business enterprises](#) -- [Planning](#), [New business enterprises](#) -- [Finance](#), [Small business](#) -- [Finance](#)
[Show Table of Contents](#) [Find Similar](#)

How to Write a Business Plan (7th Edition) ebrary Reader
Author: [McKeever, Mike](#)
Publisher: [Nolo](#)
Released: 2005
Subjects: [Business planning](#), [New business enterprises](#) -- [Planning](#), [New business enterprises](#) -- [Finance](#), [Small business](#) -- [Finance](#)
[Show Table of Contents](#) [Find Similar](#)

How to Prepare a Business Plan (4th Edition) ebrary Reader
Author: [Blackwell, Edward](#)
Publisher: [Kogan Page, Limited](#)
Released: 2004
Subjects: [Business planning](#), [New business enterprises](#) -- [Planning](#)
[Show Table of Contents](#) [Find Similar](#)

How to Write a .com Business Plan : The Internet Entrepreneur's Guide to Everything You Need to Know about Business Plans & Financing Options ebrary Reader

•Simple Search (Basit Arama)

Yeni Ebrary arayüzünün her sayfasında Simple Search yapılabilmektedir.

- Ekranda görülmekte olan örnekte 'business plan' terimi için basit arama yapılmakta.

•Sorts results by (Sınıflandırarak Görüntüleme)

- Arama Sonuçları arama konusuna uygunluğa göre olduğu gibi kitap adı, yazar, yayıncı ve yayın tarihlerine göre de sınıflandırılabilir.

Konulara göre arama (Focus search)

Focus Search özelliğini kullanarak aramalarınızı konulara göre daraltarak belirli konularda yoğunlaştırabilirsiniz. Yapılan aramanın sonucunda sayfanın üst kısmında çıkan Focus kısmında taramanızı daraltarak belirli konularda yoğunlaştırılmasına olanak veren konu önerileri sunulmaktadır.

Bu önerilerden birini işaretleyip arama yaptığınız zaman Focus Search gerçekleştirilecektir.

The screenshot shows the ebrary search results page for the query "business plan". The page displays a list of search results, including:

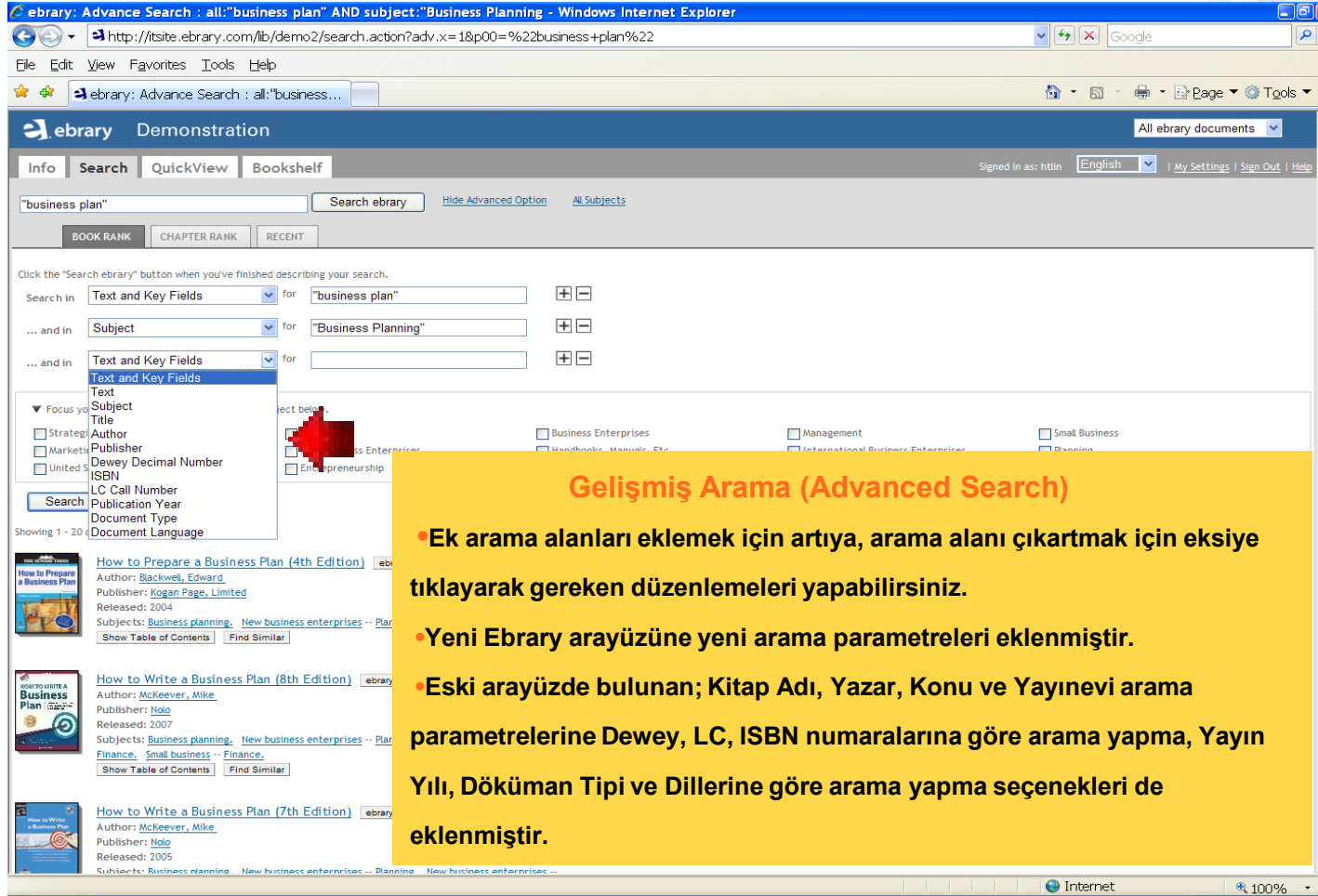
- How to Write a Business Plan (8th Edition)** by Mike McKeever, published by Nolo in 2007. Subjects: Business planning, New business enterprises -- Planning, New business enterprises -- Finance, Small business -- Finance.
- How to Write a Business Plan (7th Edition)** by Mike McKeever, published by Nolo in 2005. Subjects: Business planning, New business enterprises -- Planning, New business enterprises -- Finance, Small business -- Finance.
- How to Prepare a Business Plan (4th Edition)** by Edward Backwell, published by Kogan Page, Limited in 2004. Subjects: Business planning, New business enterprises -- Planning, New business enterprises -- Finance, Small business -- Finance.
- How to Write a .com Business Plan : The Internet Entrepreneur Everything You Need to Know about Business Plans & Financing** by Mike McKeever, published by Nolo in 2007. Subjects: Business planning, New business enterprises -- Planning, New business enterprises -- Finance, Small business -- Finance.

The screenshot shows the ebrary search interface with the search term "business plan". The "Focus your search by selecting an additional subject below" section is expanded, showing a grid of subject categories with checkboxes:

- Strategic Planning
- Finance
- Business Enterprises
- Management
- Marketing
- New Business Enterprises
- Handbooks, Manuals, Etc
- International Business
- United States
- Entrepreneurship
- Asia
- Industrial Management

The "Search ebrary" button is visible below the subject list.

Gelişmiş Arama (Advanced Search)



The screenshot shows the Ebrary Advanced Search interface. The search criteria are: "business plan" in Text and Key Fields, and "Business Planning" in Subject. The search results are displayed in a list format, showing book titles, authors, publishers, and release dates. A red crosshair is visible over the search criteria section.

Gelişmiş Arama (Advanced Search)

- Ek arama alanları eklemek için artıya, arama alanı çıkartmak için eksiye tıklayarak gereken düzenlemeleri yapabilirsiniz.
- Yeni Ebrary arayüzüne yeni arama parametreleri eklenmiştir.
- Eski arayüzde bulunan; Kitap Adı, Yazar, Konu ve Yayınevi arama parametrelerine Dewey, LC, ISBN numaralarına göre arama yapma, Yayın Yılı, Döküman Tipi ve Dillerine göre arama yapma seçenekleri de eklenmiştir.

Güncel Arama Tarihçesi (Recent Searches)

Recent Search - Oturumunuzda yaptığınız taramaların kaydedildiği "Recent" olarak adlandırılan tarama tarihçesi bölümü

- Kaydedilmiş aramalara dönmek için ekranda beliren linklere tıklamak yeterli olmaktadır.

Arama Sonuçlarını İlgili Bölüme Göre Sıralama (Chapter Rank)

ebrary: Chapter Rank : all:"business plan" AND subject:"Business Planning" - Windows Internet Explorer

http://itsite.ebrary.com/lb/demo2/topChapters.action?adv.x=1&p00=%22business+plan%22&f00=all&p01=%22Business+Planning%22&f01=subjec

File Edit View Favorites Tools Help

ebrary: Chapter Rank : all:"business pl...

ebrary Demonstration All ebrary documents

Info Search QuickView Bookshelf Signed in as: htlin English My Settings Sign Out Help

"business plan" Search ebrary Advanced All Subjects

BOOK RANK CHAPTER RANK

Focus your search by selecting an additional subject below.

New Business Enterprises Strategic Planning
 Accounting Finance
 Management Information Systems Electronic Commerce

Search ebrary

Top 20 chapters relevant to your search

all:"business plan" AND subject:"Business Planning" AND all:startup

Rank	Chapter	Title
1	1 Business Plan for a Small Service Business	How to Write a Business Plan (7th Edition)
2	2 Business Plan for a Manufacturing Business	How to Write a Business Plan (7th Edition)
3	3 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
4	4 How to Use the CD-ROM	How to Write a Business Plan (7th Edition)
5	5 Retail and catering	How to Prepare a Business Plan (4th Edition)
6	6 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
7	7 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
8	8 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
9	9 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
10	10 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
11	11 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
12	12 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
13	13 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
14	14 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
15	15 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
16	16 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
17	17 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
18	18 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
19	19 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)
20	20 Business Plan for a Project Development	How to Write a Business Plan (7th Edition)

Done Internet 100%

CHAPTER RANK

Chapter Rank özelliği; sonuçları sadece en ilgili kitaplara göre değil en ilgili bölümlere (chapter) göre de sıralamayı sağlamaktadır. Arama sonuçları içerisinde konuyla en ilgili 20 bölüm görüntülenmektedir.

İçindekiler (Table of Contents)

ebRARY: Advance Search : all:"business plan" AND subject:"Business Planning - Windows Internet Explorer

http://itsite.ebrary.com/lb/demo2/search.action?tab=lst&adv.x=1&p00=%22business+plan%22&f00=all&p01=%22Business+Planning%22&f01=sut

File Edit View Favorites Tools Help

ebRARY: Advance Search : all:"business..."

Business Plans That Work : A Guide for Small Business ebrary Reader

Author: [Timmons, Jeffrey A.](#), [Spinelli, Stephen](#), [Zacharakis, Andrew](#)
Publisher: [McGraw-Hill Companies, The](#)
Released: 2004
Subjects: [Business planning](#), [Small business](#), [Entrepreneurship](#)

[Hide Table of Contents](#) [Find Similar](#)

Rank	Chapter
	Terms of Use
	Want to learn more?
	Contents
	Preface
	▼ Chapter 1 - Entrepreneurs Create the Future
	Entrepreneurship in America
	Understanding Yourself
	The Nature of Opportunity
	▶ Chapter 2 - Before You Start Writing Your Plan: Asking the Right Questions
	Chapter 3 - Getting Started
	▶ Chapter 4 - Industry: Zoom Lens on Opportunity
	▶ Chapter 5 - Company and Product Description: Selling Your Vision
	▶ Chapter 6 - Marketing Plan: Reaching the Customer
	▶ Chapter 7 - Operations and Development: Execution
	▶ Chapter 8 - Team: The Key to Success
	▼ Chapter 9 - The Critical Risks and Offering Plan Sections
	Critical Risks: Understanding the Critical Drivers of Your Success
	Offering Plan: How Much Do You Need?
	Chapter Summary
	▶ Chapter 10 - Financial Plan: Telling Your Story in Numbers
	▶ Chapter 11 - Conclusion
	▶ Appendix 1. Quick Screen Exercise
	▶ Appendix 2. Business Plan Guide Exercise
	▶ Appendix 3. Fossa Business Plan
	▶ Appendix 4. Sample Presentations
	Index

Manage to Win ebrary Reader

Author: [Paley, Norton](#)
Publisher: [Thoroughood](#)
Released: 2005
Subjects: [Business planning](#), [Strategic planning](#), [Management](#)

[Show Table of Contents](#) [Find Similar](#)

If You're So Brilliant How Come You Don't Have an E-Strategy?: The Essential Guide to Online Business ebrary Reader

Author: [Haig, Matt](#)
Publisher: [Kogan Page, Limited](#)
Released: 2002

Internet 100%

Table of Contents (İçindekiler) sekmesini kullanarak kitap içeriklerini görüntüleyebilir ve hangi bölümlerin arama teriminize daha uygun olduğunu görebilirsiniz.

Hızlı Görüntüleme (QuickView)

Web tarayıcısı üzerinde hızlı ve pratik bir biçimde döküman görüntülenmesini sağlayan **QuickView** özelliği: Bu özellik sayesinde ebrary reader programı bilgisayara yüklenmeden de kitapların içeriğini görmek mümkün olacaktır. Ancak çıktı alabilme, kopyalama ve not ekleme gibi özellikleri kullanabilmek için "ebrary reader" yüklemek gerekmektedir.

Business Plans That Work : A Guide for Small Business - Windows Internet Explorer
http://tsite.ebrary.com/lb/demo2/docDetail.action?docID=100651838;page

File Edit View Favorites Tools Help

Business Plans That Work : A Guide for Small Business

ebrary Demonstration

Info Search QuickView Bookshelf

"business plan" startup

Search ebrary

Advanced

All Subjects

← → 🔍 ↻

For copying, printing, notes, highlighting, and InfoTools

ebrary Reader

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2 BEFORE YOU START WRITING YOUR PLAN: ASKING THE RIGHT QUESTIONS

There are a number of activities that need work before you start writing the actual **business plan**. First, you do not want to write a plan for every idea you might be considering. This chapter presents the Quick Screen tool, a method that can help you evaluate several ideas quickly and decide which one is the most attractive opportunity. Once you've identified that opportunity, the next step is to detail action items you need to complete in preparation for writing the plan. We provide you with a business planning guide that will help you schedule that task. The chapter concludes with an overview of the business planning

Rank	Chapter
	Terms of Use
	Want to learn more?
	Contents
	Preface
	Chapter 1 - Entrepreneurs Create the Future
	Chapter 2 - Before You Start Writing Your Plan: Asking the Right Questions
	The Quick Screen
	The Business Plan Guide
	Some Business Plan Basics: A Process
	Chapter 3 - Getting Started
	Chapter 4 - Industry: Zoom Lens on Opportunity
	Chapter 5 - Company and Product Description: Selling Your Vision
	Chapter 6 - Marketing Plan: Reaching the Customer
	Chapter 7 - Operations and Development: Execution
	Chapter 8 - Team: The Key to Success
	Chapter 9 - The Critical Risks and Offering Plan Sections
	Chapter 10 - Financial Plan: Telling Your Story in Numbers
	Chapter 11 - Conclusion
	Appendix 1. Quick Screen Exercise
	Appendix 2. Business Plan Guide Exercise
	Appendix 3. Fossa Business Plan
	Appendix 4. Sample Presentations
	Index

InfoTools

Define
Explain
Locate
Translate

Search Document
Search All Documents
Search Web
Search Catalog

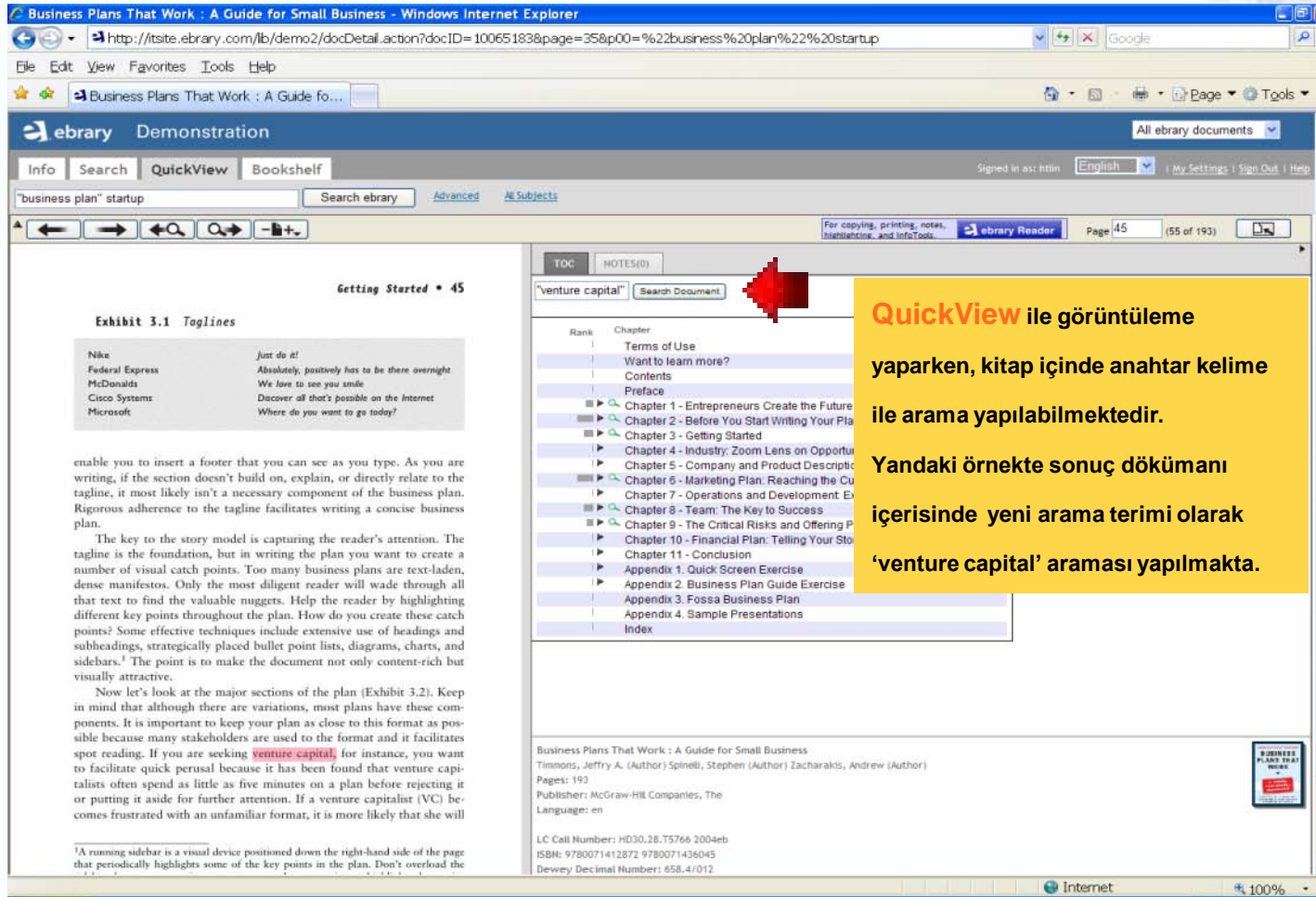
Highlight
Add to Bookshelf

Copy Text
Copy Bookshelf
Print...
Print Again

Toggle Automatic

Preferences
Help
About ebrary

Döküman içinde arama yapma



Business Plans That Work : A Guide for Small Business - Windows Internet Explorer

http://tsste.ebrary.com/lb/demo2/docDetail.action?docID=10065183&page=35&p00=%22business%20plan%22%20startup

Business Plans That Work : A Guide fo...

Info Search QuickView Bookshelf

Signed in as: ktm English My Settings Sign Out Help

"business plan" startup Search ebrary Advanced Subjects

For copying, printing, notes, highlighting, and InfoTools. ebrary Reader Page 45 (55 of 193)

Getting Started • 45

Exhibit 3.1 Taglines

Nike	Just do it!
Federal Express	Absolutely, positively has to be there overnight.
McDonalds	We love to see you smile.
Cisco Systems	Discover all that's possible on the Internet.
Microsoft	Where do you want to go today?

enable you to insert a footer that you can see as you type. As you are writing, if the section doesn't build on, explain, or directly relate to the tagline, it most likely isn't a necessary component of the business plan. Rigorous adherence to the tagline facilitates writing a concise business plan.

The key to the story model is capturing the reader's attention. The tagline is the foundation, but in writing the plan you want to create a number of visual catch points. Too many business plans are text-laden, dense manifestos. Only the most diligent reader will wade through all that text to find the valuable nuggets. Help the reader by highlighting different key points throughout the plan. How do you create these catch points? Some effective techniques include extensive use of headings and subheadings, strategically placed bullet point lists, diagrams, charts, and sidebars.¹ The point is to make the document not only content-rich but visually attractive.

Now let's look at the major sections of the plan (Exhibit 3.2). Keep in mind that although there are variations, most plans have these components. It is important to keep your plan as close to this format as possible because many stakeholders are used to the format and it facilitates spot reading. If you are seeking **venture capital**, for instance, you want to facilitate quick perusal because it has been found that venture capitalists often spend as little as five minutes on a plan before rejecting it or putting it aside for further attention. If a venture capitalist (VC) becomes frustrated with an unfamiliar format, it is more likely that she will

QuickView ile görüntüleme yaparken, kitap içinde anahtar kelime ile arama yapılabilmektedir. Yandaki örnekte sonuç dökümanı içerisinde yeni arama terimi olarak 'venture capital' araması yapılmakta.

Business Plans That Work : A Guide for Small Business
Timmons, Jeffrey A. (Author) Spinelli, Stephen (Author) Zacharakis, Andrew (Author)
Pages: 193
Publisher: McGraw-Hill Companies, The
Language: en

LC Call Number: HD30.28.T5766 2004eb
ISBN: 9780071412872 9780071436045
Dewey Decimal Number: 658.4/012

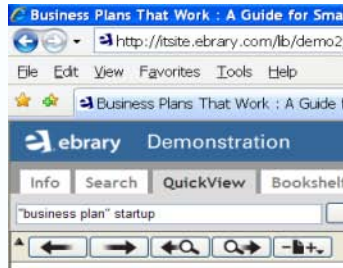
Internet 100%



InfoTools

- Define
- Explain
- Locate
- Translate
- Search Document
- Search All Documents
- Search Web
- Search Catalog
- Highlight
- Add to Bookshelf
- Copy Text
- Copy Bookmarks
- Print...
- Print Again
- Toggle Automatic
- Preferences
- Help
- About ebrary

Ebrary Okuyucusu (Ebrary Reader)

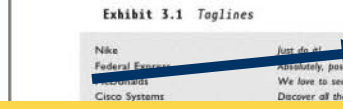
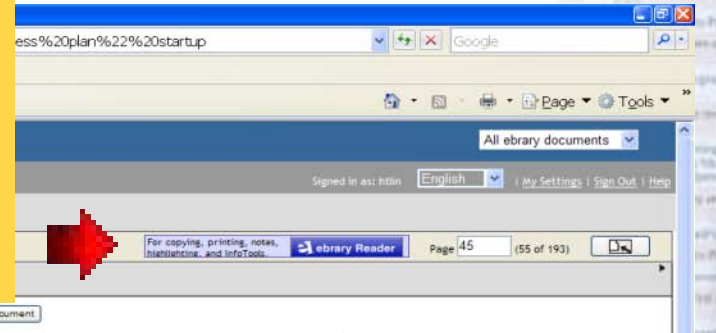


Çıktı alabilme, kopyalama ve not ekleme gibi özellikleri

kullanabilmek için "ebrary reader"

inden görüntüleme gerekmektedir.

Bunun için Ebrary Reader butonuna tıklayınız.

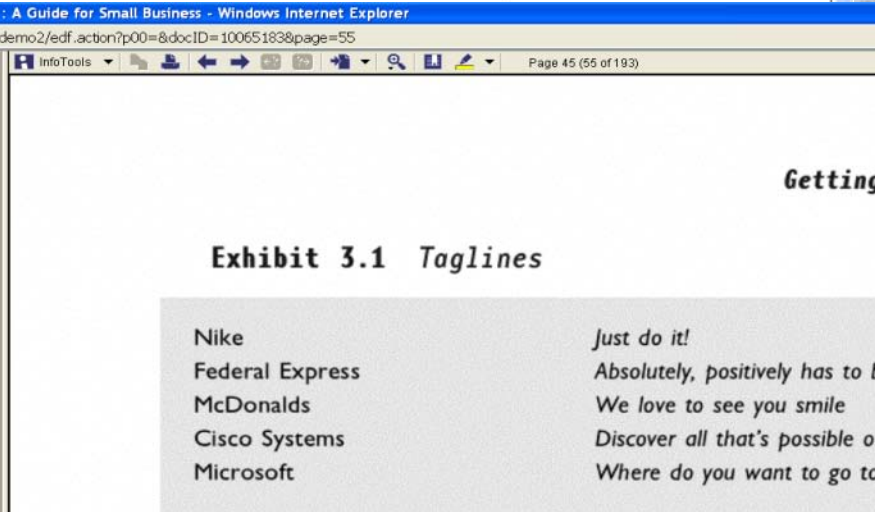
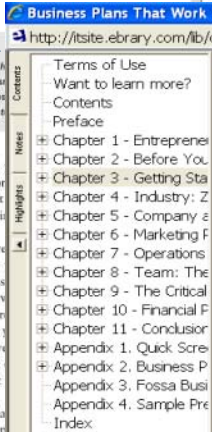


Ebrary Reader butonuna

tıklandığımızda Ebrary Reader yeni

tarama penceresi içerisinde

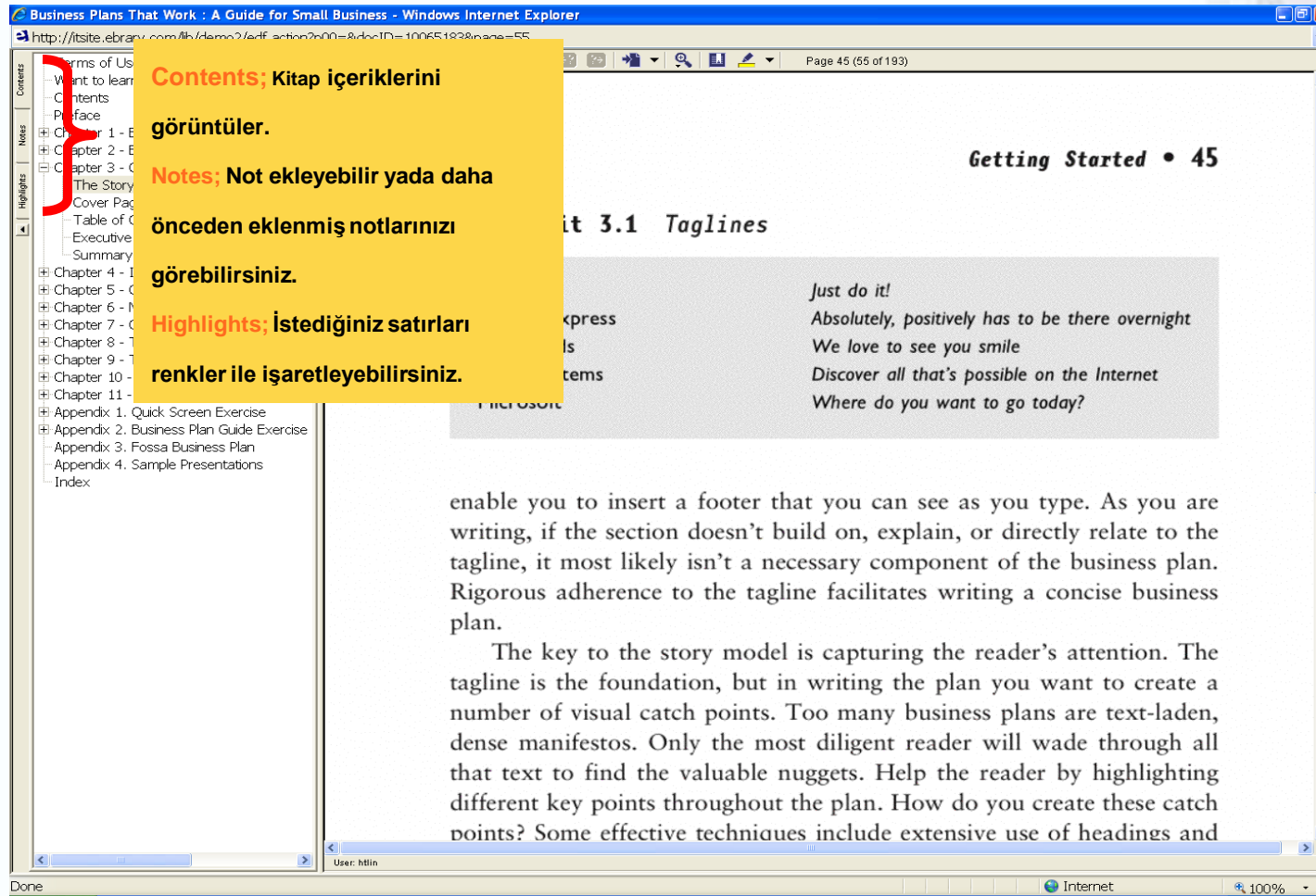
açılacaktır.



enable you to insert a footer that you can see as you ty writing, if the section doesn't build on, explain, or direct taeline, it most likely isn't a necessary component of the



Ebrary Reader: Özelliklere genel bakış



Contents; Kitap içeriklerini görüntüler.

Notes; Not ekleyebilir yada daha önceden eklenmiş notlarınızı görebilirsiniz.

Highlights; İstedğiniz satırları renkler ile işaretleyebilirsiniz.

InfoTools

- Define
- Explain
- Locate
- Translate
- Search Doc
- Search All Doc
- Search Web
- Search Catalog
- Highlight
- Add to Bookmarks
- Copy Text
- Copy Bookmarks
- Print...
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Business Plans That Work : A Guide for Small Business - Windows Internet Explorer

http://itsite.ebrary.com/ib/demo2/edf/action?n00=&docID=10065193&page=55

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Getting Started • 45

3.1 Taglines

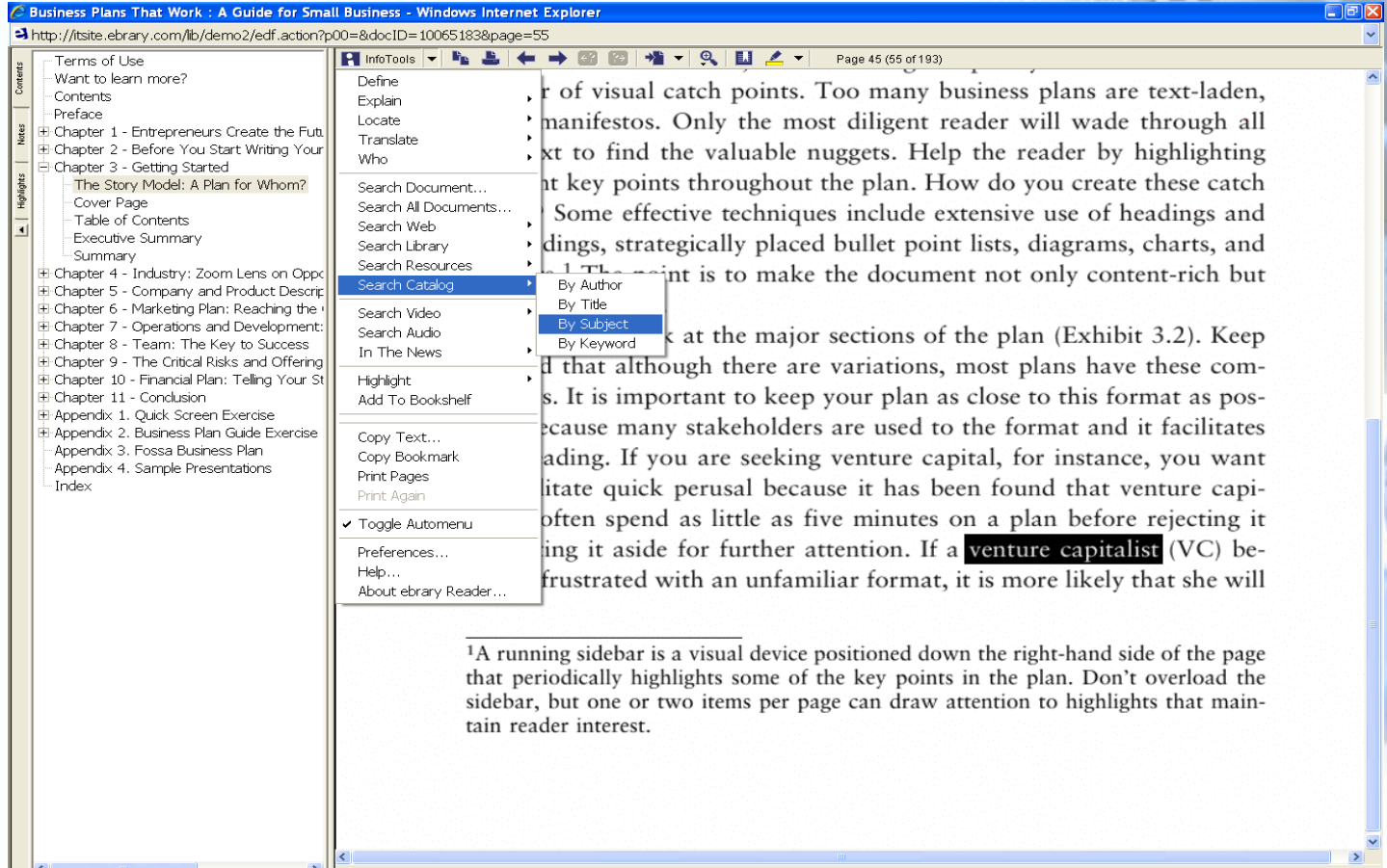
Just do it!
Absolutely, positively has to be there overnight
We love to see you smile
Discover all that's possible on the Internet
Where do you want to go today?

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InfoTools

InfoTools özelliği ile herhangi bir kelimeyi işarelediğinizde bu kelimeyi kütüphane kataloğu, diğer web sayfaları ve incelenmekte olan kitabın tamamı içinde taratabilirsiniz. Herhangi bir terimi seçip mouse'ın sağ tuşuna bastığınızda InfoTools içindeki seçenekler sıralanır. Ekran görüntüsünde 'venture capitalist' terimi seçilip mouse'ın sağ tuşuna tıklandıktan sonra kütüphane kataloğunda aratılmakta.



The screenshot shows a Windows Internet Explorer browser window displaying a document titled "Business Plans That Work : A Guide for Small Business". The address bar shows the URL: <http://tsite.ebrary.com/lb/demo2/edf.action?p00=&docID=10065183&page=55>. The page content is a text document with a sidebar on the left containing a table of contents. The sidebar includes sections like "Terms of Use", "Contents", "Preface", "Chapter 1 - Entrepreneurs Create the Future", "Chapter 2 - Before You Start Writing Your Business Plan", "Chapter 3 - Getting Started", "Chapter 4 - Industry: Zoom Lens on Opportunity", "Chapter 5 - Company and Product Description", "Chapter 6 - Marketing Plan: Reaching the Market", "Chapter 7 - Operations and Development", "Chapter 8 - Team: The Key to Success", "Chapter 9 - The Critical Risks and Offerings", "Chapter 10 - Financial Plan: Telling Your Story", "Chapter 11 - Conclusion", "Appendix 1. Quick Screen Exercise", "Appendix 2. Business Plan Guide Exercise", "Appendix 3. Fossa Business Plan", "Appendix 4. Sample Presentations", and "Index".

The main content area shows a paragraph of text: "of visual catch points. Too many business plans are text-laden, manifestos. Only the most diligent reader will wade through all the text to find the valuable nuggets. Help the reader by highlighting key points throughout the plan. How do you create these catch points? Some effective techniques include extensive use of headings and subheadings, strategically placed bullet point lists, diagrams, charts, and tables. The point is to make the document not only content-rich but also easy to read. Look at the major sections of the plan (Exhibit 3.2). Keep in mind that although there are variations, most plans have these common elements. It is important to keep your plan as close to this format as possible because many stakeholders are used to the format and it facilitates quick perusal because it has been found that venture capitalists often spend as little as five minutes on a plan before rejecting it and putting it aside for further attention. If a **venture capitalist** (VC) becomes frustrated with an unfamiliar format, it is more likely that she will

A context menu is open over the text "venture capitalist", showing search options: "By Author", "By Title", "By Subject", and "By Keyword". The "By Subject" option is selected. Other menu items include "Define", "Explain", "Locate", "Translate", "Who", "Search Document...", "Search All Documents...", "Search Web", "Search Library", "Search Resources", "Search Catalog", "Search Video", "Search Audio", "In The News", "Highlight", "Add To Bookshelf", "Copy Text...", "Copy Bookmark", "Print Pages", "Print Again", "Toggle Automenu", "Preferences...", "Help...", and "About ebrary Reader...".

Footnote 1: A running sidebar is a visual device positioned down the right-hand side of the page that periodically highlights some of the key points in the plan. Don't overload the sidebar, but one or two items per page can draw attention to highlights that maintain reader interest.

Haber içinde arama yapma (search news)

Business Plans That Work : A Guide for Small Business - Windows Internet Explorer
http://itsite.ebrary.com/lib/demo2/edf.action?p00=&docID=10065183&page=55

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InfoTools

Define
Explain
Locate
Translate
Who

Search Document...
Search All Documents...
Search Web
Search Library
Search Resources
Search Catalog

Search Video
Search Audio

In The News
BBC News
CNN

Highlight
Add To Bookshelf

Copy Text...
Copy Bookmark
Print Pages
Print Again

Toggle Automenu

Preferences...
Help...
About ebrary Reader...

Search results for "venture capitalist" - CNN.com - Windows Internet Explorer
http://search.cnn.com/search.jsp?query="venture%20capitalist"&type=news&sortBy=date&int=false

File Edit View Favorites Tools Help

CNN.com/search

Web | CNN News | CNN Videos

Find a Venture Capitalist
Sponsored Links
goBIGnetwork.com/Venture-Capitalist Looking for a Venture Capitalist? Look on the Largest Network of VC's

Business Plan Writing
www.MasterPlans.com Secure business venture capital with a professionally written plan.

Venture Capital Database
VentureDeal.com Find venture capital firms, startups & transactions. Free Trial

See More Sponsored Links For: venture capitalist, Asset%20Management, Venture%20Capitalists, investment%20Banking, Sicom%20Venture

sort by: Relevance | Date

Obama: Labor pick is blazing new trails updated Fri, December 19, 2008
President-elect Barack Obama unveiled a diverse group of nominees Friday to round out his Cabinet and economic team.

Can cleantech China teach the West how to be green? updated Fri, November 28, 2008
For Dr. Xingyi Xu, the grass used to be greener on the other side.

Dana Delany joins the fight against hard skin illness updated Thu, October 23, 2008
Hollywood glitz may pay Dana Delany's bills, but her "most life-affirming role" was a lot less glamorous.

Synthetic biology inches toward the mainstream updated Fri, October 17, 2008
As bioengineers continue to build things with the stuff of life itself, the rest of the world is slowly waking up to the power of synthetic biology.

The smart money's on green updated Fri, August 8, 2008
Despite taking a beating from the credit crunch, the clean energy sector is being tipped as a golden opportunity for investors.

Will pond scum become the new oil? updated Wed, July 30, 2008
Pond scum. The thought typically evokes images that leave most people cringing, but it may one day occupy an important role in the nation's energy supply.

Aga Khan makes rare visit to U.S. updated Tue, April 15, 2008
The leaders of three world religions will be visiting the United States this week, and although the media spotlight is focused on Pope Benedict XVI and the Dalai Lama, thousands of Ismaili Muslims are

Yandaki ekran görüntüsünde Info Tools kullanılarak 'venture capitalist' tarama terimi hakkında daha fazla bilgi edinmek için venture capitalist seçilip, CNN haber arşivleri içinde taratılmakta.

Search Web
Search Catalog
Highlight
Add to Bookshelf
Copy Text
Copy Bookmark
Print...
Print Again
Toggle Automenu
Preferences
Help
About ebrary

Kelime Tanımlama (Define)

Business Plans That Work : A Guide for Small Business - Windows Internet Explorer
http://itsite.ebrary.com/lib/demo2/edf.action?p00=&docID=10065183
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Getting Started • 45

stakeholders - Definition from the Merriam-Webster Online Dictionary - Windows Internet Explorer
http://www.merriam-webster.com/dictionary/stakeholders

Merriam-Webster Online
Merriam-Webster's Online Dictionary

stakeholders
One entry found.

Pink Sheets Stocks
Explosive Trading Alerts Up 800% in 5 Days
www.StockEgg.com

Main Entry: **stake-holder**
Pronunciation: \ˈstāk-ˈhōl-dər\
Function: noun
Date: 1708

- 1 : a person entrusted with the stakes of bettors
- 2 : one that has a stake in an enterprise
- 3 : one who is involved in or affected by a course of action

— **stakehold-ing** \-dɪŋ/ noun

Learn more about "stakeholder", and related topics at Britannica.com
See a map of "stakeholder" in the Visual Thesaurus
Find Jobs in Your City

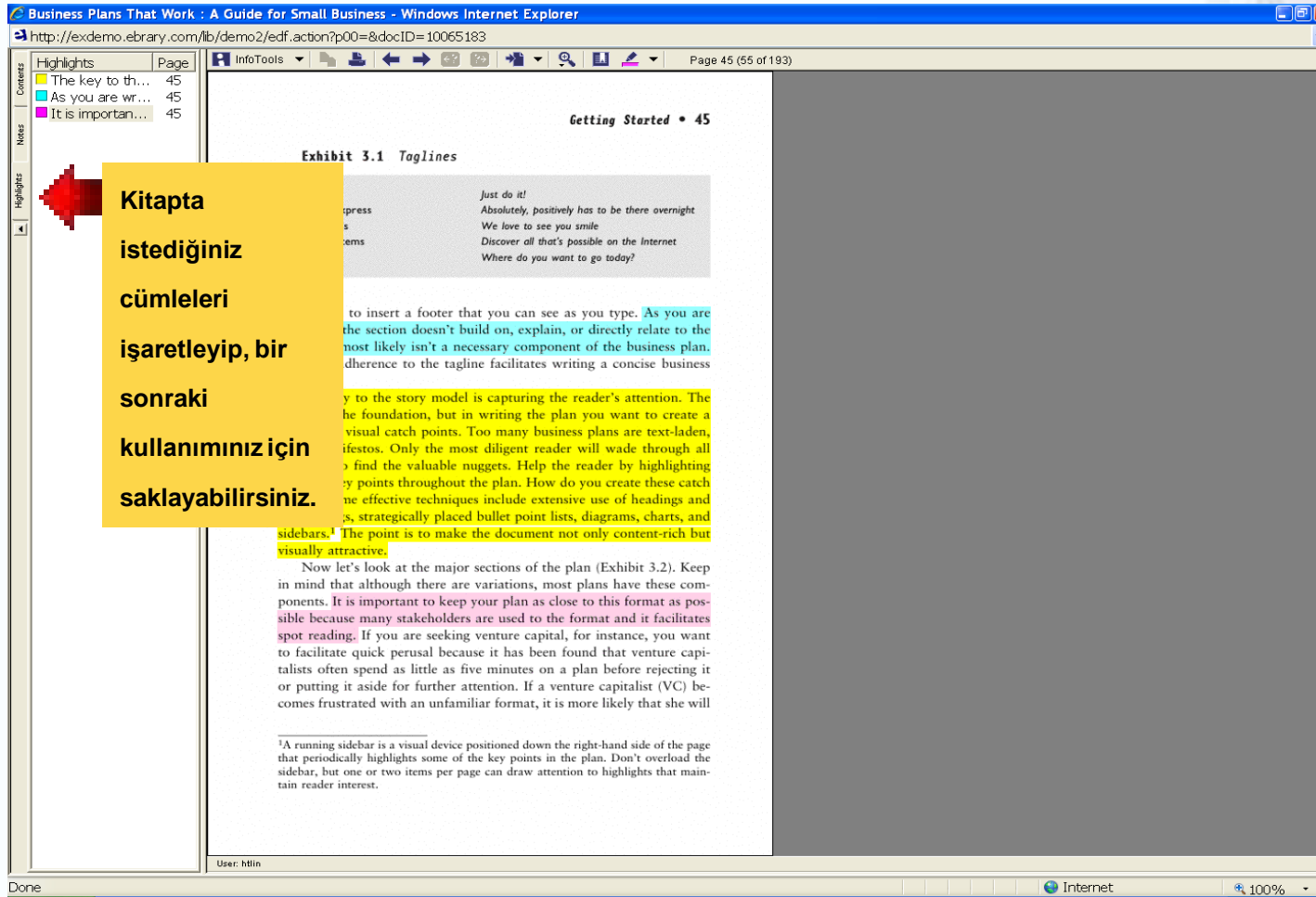
Pronunciation Symbols

Share this entry:

Herhangi bir kelimeyi mouse ile işaretleyip mouse'un sağ tuşuna bastığınızda ve 'define' linkine tıkladığınızda...

... seçilen kelimenin anlamı Webster sözlüğünde ve Sesli Sözlük'te (Türkçe- İngilizce) aratılır.

Kitap İçinde İşaretleme (Highlighting)



The screenshot shows a web browser window displaying a document titled "Business Plans That Work: A Guide for Small Business". The document is on page 45 of 193. The browser's address bar shows the URL: http://exdemo.ebrary.com/lib/demo2/edf.action?p00=&docID=10065183. The document content includes a section titled "Getting Started • 45" and "Exhibit 3.1 Taglines". A sidebar menu on the left lists highlights: "The key to th...", "As you are wr...", and "It is importan...". A yellow callout box with a red arrow points to the sidebar menu, containing the text: "Kitapta istediğiniz cümleleri işaretleyip, bir sonraki kullanımınız için saklayabilirsiniz." The document text includes a sidebar with the text: "Just do it! Absolutely, positively has to be there overnight. We love to see you smile. Discover all that's possible on the Internet. Where do you want to go today?"

Not Alma ve İşaretleme (Notes and bookmarks)

Business Plans That Work : A Guide for Small Business - Windows Internet Explorer

http://exdemo.ebrary.com/lib/demo2/edf.action?p00=&docID=10065183

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Contents

Notes	Page
Capturing the reader's attention	45
Bookmark - (No notes)	123

InfoTools

Let's get started • 45

Exhibit 3.1 Taglines

Nike	Just do it!
Federal Express	Absolutely, positively has to be
McDonalds	We love to see you smile
Cisco Systems	Discover all that's possible on
Microsoft	Where do you want to go today

enable you to insert a footer that you can see as you type, or you can use the **InfoTools** menu to insert a footer, if the section doesn't build on, explain, or directly address the tagline, it most likely isn't a necessary component of the plan. Rigorous adherence to the tagline facilitates writing a cohesive business plan.

The key to the story model is capturing the reader's attention. The tagline is the foundation, but in writing the plan you will want a number of visual catch points. Too many business plans are dense manifestos. Only the most diligent reader will wade through that text to find the valuable nuggets. Help the reader by highlighting different key points throughout the plan. How do you create these catch points? Some effective techniques include extensive use of headings and subheadings, strategically placed bullet point lists, diagrams, charts, and sidebars.¹ The point is to make the document not only content-rich but visually attractive.

Now let's look at the major sections of the plan (Exhibit 3.2). Keep in mind that although there are variations, most plans have these components. It is important to keep your plan as close to this format as possible because many stakeholders are used to the format and it facilitates spot reading. If you are seeking venture capital, for instance, you want to facilitate the reader's spot reading.

1A rule of thumb is that per page, but one or two items per page can draw attention to highlights that maintain reader interest.

Deleting the reader's attention

Delete Revert

User: htlin

Internet 100%

Bookmark bölümüne tıklayarak kitap üzerinde aldığınız notları ve işaretlediğiniz satırları görüntüleyebilirsiniz...

..ya da yeni notunuzu bu bölüme yazabilirsiniz.

Notların QuickView İçinden Görüntülenmesi

The screenshot displays the ebrary QuickView interface for the document "Business Plans That Work : A Guide for Small Business". The interface includes a navigation bar with "Info", "Search", "QuickView", and "Bookshelf" tabs. The "QuickView" tab is active, and the document content is displayed on the left. On the right, the "NOTES(S)" section is visible, showing a list of document annotations. A yellow callout box on the left points to the "QuickView" tab, and another yellow callout box on the right points to the "NOTES(S)" section.

Kaydedilen notlarınızı QuickView'den görüntülemek için buraya tıklayınız.

Notlarınız bu kısımda görünecektir.

Document Annotations

- 45 <http://www.nvca.org/def.htm>
- 45 The key to the story...
- 45 It is important to keep your plan as close to this
- 45 As you are writing, if the section doesn't build on, explain,
- 45 Capturing the reader's attention

Business Plans That Work : A Guide for Small Business
Timmons, Jeffrey A. (Author) Spinelli, Stephen (Author) Zacharakis, Andrew (Author)
Pages: 193
Publisher: McGraw-Hill Companies, The
Language: en
LC Call Number: HD30.28.T5766 2004eb
ISBN: 9780071412872 9780071436045
Dewey Decimal Number: 658.4/012

Kopyalama – Yapıştırma

Yayıncının izin verdiği ölçüde metni kopyalarak...

Word dosyasına yapıştırabilirsiniz.

Business Plans that Work

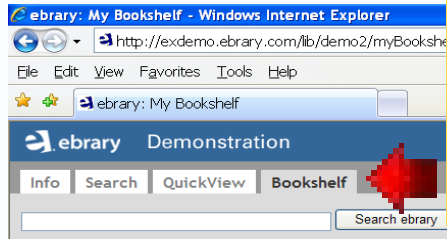
you develop a multipronged advertising and promotion strategy, detailed schedules that show which avenues you will pursue and associated costs. These types of schedules serve many purposes, including providing accurate cost estimates, which will help in assessing

As you develop a multipronged advertising and promotion strategy, create detailed schedules that show which avenues you will pursue and the associated costs.

Timmons, Jeffrey A. *Business Plans That Work: A Guide for Small Business Owners, Managers, and Franchisees*. Blacklick, OH, USA: McGraw-Hill Companies, The, 2004. p 84. <http://exdemo.ebrary.com/lib/demo2/Doc?id=10065183&ppg=94>

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Kitaplık (Bookshelf)



Favori kitaplarınız, notlarınız ve işaretlenmiş metinleriniz kitaplığınızda (bookshelf) otomatik olarak kaydedilmektedir.

Kitaplığınızda bulunan kitaplara, işaretli yazılara ve kayıtlı notlara erişim için linklere tıklamanız yeterli olacaktır.

Kitaplığınızda bulunan tüm kitap, yazı ve notlarınızı istediğiniz dosya içine sürükleyerek taşıyabilir ve kaydedebilirsiniz.

All Documents & Annotations” seçimini yaparak Bookshelf içinde kayıtlı olan tüm döküman ve notları görüntüleyebilirsiniz.

