

**From:** BusinessUSA <business@subscriptions.usa.gov>  
**To:** Kester, Tonykester@aging.sc.gov  
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Success doesn't just magically happen! Coming up with a plan and sticking to it can help make the difference between staying on course and being blown off track. In this newsletter, we cover some key resources for creating business and marketing plans.

You'll also notice we've made some changes to our newsletter, including a cleaner, more mobile-friendly design. Let us know what you think by Tweeting us at @BizUSA!

## **THE BUILDING BLOCKS OF BUSINESS PLANS**

A solid business plan should start with a bang-up executive summary and include things like market analysis and financial projections. Ready to get started?

## **FOUR TYPES OF BUSINESS PLANS**

There are miniplans, presentation plans, working plans and what-if plans. Do you know the difference?

## **DISASTER PREP**

Roughly 40 to 60 percent of businesses never recover from a crippling disaster, according to the SBA. Having a disaster plan in place is the key to keeping your business going after disaster strikes.

## HOW SOLID IS YOUR MARKETING PLAN?

A strong marketing plan will ensure you're not only sticking to your schedule, but that you're spending your marketing funds wisely and appropriately.

## TWITTER HIGHLIGHTS

Here's a few of our top tweets from the past week:

@USCensusBureau's snapshot of the 9.9m #womenownedbusinesses in the US #WomensHistoryMonth.

In honor of #WomensHistoryMonth, this photo shows women's earnings by job.

Women are Leading Rise of Black-Owned #Biz #WomensHistoryMonth @uscensusbureau.

#Infographic: The State Of US Plastics #Manufacturing @NIST\_MEP.

.@PennyPritzker will be attending #GES2016 in #SiliconValley along with @POTUS and 10 #PAGE #entrepreneurs.

Interested in getting all of our BusinessUSA business advice and news from our Twitter stream in one, easy-to-read email? Sign up for the [BusinessUSA Twitter digest](#).

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