

WORKSHEET 63: BUSINESS PLAN REVISIONS CHECKLIST

ITEM	CHECKED
Write in the third person.	
Lead reader from general to specific.	
Be thorough.	
Maintain accuracy.	
Be consistent with names and terminology.	
Use an active voice.	
Write positively.	
Minimize jargon.	
Be concise.	
Avoid clichés.	
Choose the right words.	
Eliminate awkwardness.	
Correct all typos and grammatical errors.	
Create a visual format that is easy to read.	
Use appropriate pictures and diagrams.	
Include your sources for key information.	
Include important detail in the Appendices.	
Refer the reader to related information.	
Ensure numerical information matches text statements.	
Build a complete, cohesive communication package.	