



*Your plan  
will be  
“vetted” -  
tried, tested  
and made  
stronger...  
and ready  
for the  
real world.*

*\* Origin: Vet, verb: Old English as in “Vet the horse,” from the time when a person buying a horse would take the horse to a veterinarian for a careful examination, to be sure the horse was healthy, before agreeing to pay the seller.*

## Vetting Your Plans

Business Plans are not only those plans you make before you start your business. They are the plans and the adjustments you make when you approach critical decisions.

### Definition:

*Vet, verb: to subject to a careful and critical examination or evaluation.\**

### Real plans, Practical Plans...

are not about filling out a form or plugging in figures or writing a “to do” list...

*They are about forcing the entrepreneur to recognize and account for the brutal realities of the marketplace.*

- They Reduce Risk
- Preserve Precious Start-up Dollars
- Keep You Focused and on the Right Path
- Reduce Stress and Allow you to Sleep at Night

### The key question to be answered is...

*“Why will this work?” not “What will you do?”*

Harrington Daniels Senior Business Advisors will “VET Your Plans” and challenge your notions of what it will really take to be successful in your market.

You will be challenged to fully account for the talents, skills and financial resources you will need and the risks, obstacles and frustrations you will need to overcome.

Your plan will be tried, tested and made stronger...and ready for the real world.

### For Real Plans/Real Accountability Contact:

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