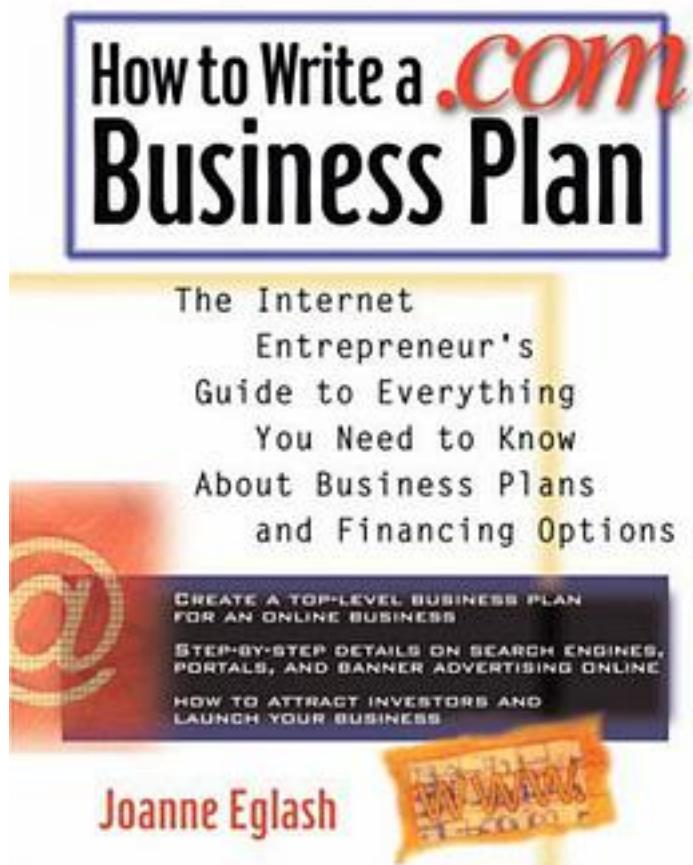


How to Write a .com Business Plan



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Every fledgling business needs a solid business plan to attract capital and grow. But many Web entrepreneurs still don't realize that fact -- or else they're using conventional models that have limited relevance in the online world. Now tech entrepreneur Joanne Eglash shows how to write and pitch a .com business plan

geared to the special needs, opportunities, and demands of online businesses. By following two fictional examples -- PetFreud.com and mompower.com -- readers can ensure they're covering every possible angle as they create their own business plan. This thorough resource also includes a .com directory of financing options, related trade associations and online magazines, best-bet Web sites, and more.

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