

THE TOM SWOOPE PLAYBOOKS

BUSINESS / COMPLETE ACTION EDITION

YOU NEED BUSINESS MONEY.

The funding playbook.

Find the route. Price the risk. Keep your business intact.

TOM SWOOPE

LEARN THE STEPS. TAKE CARE OF YOUR PEOPLE.

EDUCATIONAL GUIDE + FILLABLE WORKSHEETS / OCTOBER 2026

LESSON 01 / LEARN THE SKILL

A LOAN WILL NOT RESCUE A BAD PLAN.

I have seen people with access to money burn through it. I have also seen broke people build successful businesses because they knew what each dollar needed to do. Funding is fuel. It is not demand, judgment, or discipline. If you cannot explain how money turns into sales and cash to repay the obligation, more money can make the mistake bigger.

DO IT IN THIS ORDER

01. Write what you sell and why a buyer pays.
02. Show the cost to deliver and the contribution per sale.
03. Name the bottleneck money would fix.
04. Explain the repayment source without assuming instant growth.

WORKED EXAMPLE / ASSUMPTIONS EXPLAINED

A \$50,000 loan spent on decor and equipment before anybody wants the service can disappear fast. A smaller test can prove demand before the owner signs the bigger obligation.

HELP / WHAT THAT WORD MEANS

Use of funds = the specific jobs assigned to the money.

YOUR NEXT MOVE

Describe the bottleneck in one sentence before asking a lender for money.

Apply this lesson: my decision, calculation, or evidence

The action I will finish and my deadline