

BUSINESS MODEL WORKSHEET

created by www.ArliePeyton.com

Date _____

Worksheet # _____

☆☆☆☆☆

Company _____ Industry _____

Instructions: This is a fillable form: just click in each box or line and start typing. Or, you can print this form and hand-write your answers. Answer *all* the questions.

1. Segment [Target Market]



What profitable and underserved market segments will you be serving? Can you niche down deeper so it's not too broad?

2. Sizable Problem [Size of Market]



What is the main problem your segment has? Approximately how many people in your niche have the problem you're trying to solve? What is your Total Addressable Market (TAM) worth in dollars?

3. Solution [Pain Reliever]



What are the top 3 pains of your ideal customer and top 3 solutions you provide? What is the #1 feature and benefit?

4. Unique Selling Point [Value]



Why would a customer choose your solution over others?

5. Unfair Advantage [Secret Sauce]



What vital resources do you bring to the table that makes this business hard to replicate? Why are you the perfect person/team to do the job?

6. Unending Lead Generation [Traffic]



What does your high-volume, high-quality customer lead generation system look like? How do you market to your ideal customers?

7. Minimum Viable Product [The One Thing]



What is the one thing your product or service must do right and do very well? Does your MVP solve the major problem of the customer?

8. Metrics [Progress]



What are the top 5 things you should be doing that will generate the greatest targeted results? What level must you maintain with each?

9. Mantra [Focus]



What is one word or phrase that completely captures the spirit and essence of this company?

10. Cost Structure [Expenses]



What are the basic itemized costs for your business? What expenses should you keep a close watch on? What does one unit cost?

11. Revenue Streams [Earnings]



Where does the bulk of your revenue come from? Are other streams of revenue feasible at this time?

12. Story [Connection]



What story do you tell customers to connect with them? What's your best customer story? What is the story of this company so far? What's your brand story?