

THE BUSINESS MODEL FRESHMAN



| JAZZY DA MOGUL

What Is Your Business Model ?

- This is how your business is going to be ran
- How are you going to accomplish the mission?
- How are you going to turn your customers from cold to hot?
- Put yourself in your customers shoes
- Walk yourself through their experience
- How is this company going to add value to anyone's life?
- How is this company be the solution to your customers problem.

Pro Tip

Stop Selling To A Cold Audience !

Warm Them Up : Offer something for them free, i.e a free download, a free class, a free product

Cost Centers

Key Partners

Whom do you need to work with to produce and deliver your solution?

Key Activities

What do you need to do to produce, market, and deliver your solution?

Key Resources

What do you need to have in order to produce, market and deliver your solution?

Value Propositions

What problems do you solve and how do you solve it?

Profit Centers

Customer Segments

Who needs your solution? _____

How many people need your solution right now? _____

How many people will eventually need your solution? _____

Customer Relationship

How do you talk to your market about your solution?

How do you acquire customers?

Channels

How do you deliver your solution to customers?

Where can customers find your solution?

Cost Structure

Revenue Streams

Cost centers

1. Who are your Key partners?

Whom do you need to work with to practice and deliver your solutions?

2. What are your Key actions?

What do you need to do to produce, market, and deliver your solution?

3. Key references

What do you need to have in order to produce, market and deliver your solutions?

4. Cost structures

How much with your key partners, key actions and key references cost you.

5. Value propositions

What problem do you solve and how do you solve it? (How are you adding value?)

Profit centers

1. Customer Relationship

How do you talk to your market about your solutions?

2. Customer Segment

who needs your solution?

how many people need your solution right now?

how many people will eventually need your solution?

3. Channels

how do you deliver your solutions to customers?

where can customers find your solutions? (How are you marketing yourself and putting your brand out there)

4. Revenue Streams

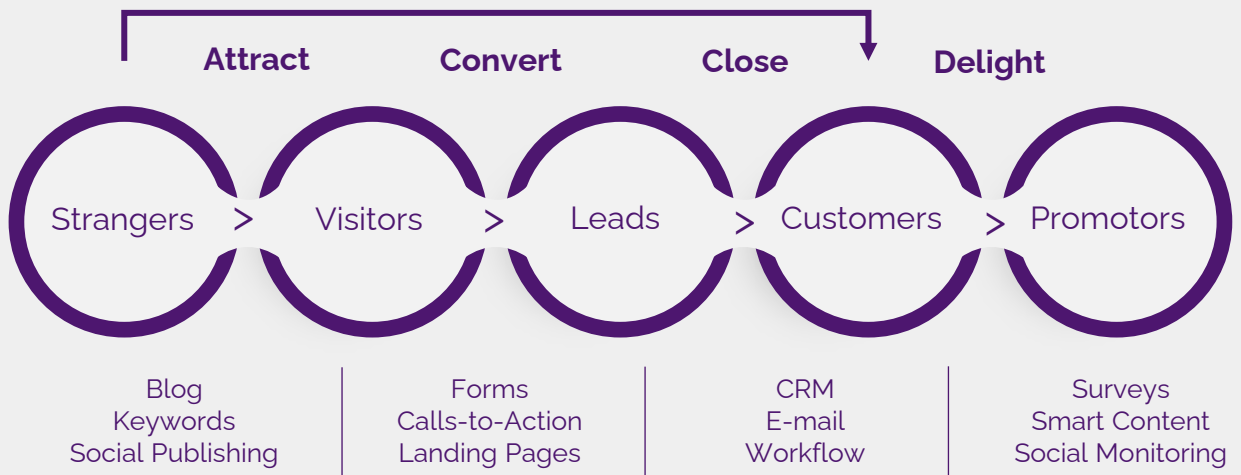
what all ways can you attract money from your business within staying in your niche and business.

I.e a personal trainer can do physical workouts, online workouts, sell meal plans and workout videos, and sell resistant bands, water bottles, and merchandise.

Think of the all ways you can generate revenue.

Generating Leads

Lead Generation Process



Generating Leads Is A Cycle

- They Are Strangers
- They Become Visitors / Leads
- They Become Customers
- If They Like You They Become Promotors

**Once they become promotors they are locked in !
Now it's time to upsell them something else**

Tips To Increase Sales



DIRECT MAILERS

Send your business postcards directly to your potential customers mailboxes

Jazzy Lady Printing can assist with Custom Postcards, Business Cards and more..



Jazzyladyprinting@gmail.com



682-561-9847 (Texas)
or 770- 676-7829







Jazzyladyprintingga.com

Subscriptions Are The Next Big Thing When It Comes To Sells !

Find a way to offer a monthly product, or service, to guarantee money in your pocket. Almost every coming you see will be moving towards a subscription business in the near future.

Find a way to make people come together: *aka connect your consumers with products*

-  Think exit strategy!
-  Is your business organized on the outside looking in?
-  Is your business good enough to be sold?
-  Always think like this as you structure your systems.

Soft Skills

Last but not least. Your customer service skills are everything! How you handle your customers and set the tone for your company is vital when scaling to 6 figures



Communication

How you communicate with your audience.



Enthusiasm & Attitude

The customer is always right.



Professionalism

How are you representing your business?



Problem Solving & Critical Thinking

Know how to pivot in your business. Know when to run a sale. How to problem-solve critical moments.