

# BUILD YOUR EMPIRE: The No-BS Business Model Canvas

Your Blueprint for Creating, Delivering & Capturing Real Value

KEY PARTNERS	KEY ACTIVITIES	CUSTOMER RELATIONSHIPS
<p>Who's got your back?</p> <ul style="list-style-type: none"> <li>• Essential suppliers or vendors?</li> <li>• Strategic partnerships for growth?</li> <li>• Tasks to outsource vs. own?</li> <li>• Co-creation opportunities?</li> <li>• Risk/cost reduction partners?</li> </ul> <p>■ <i>Solopreneur: Think lean—VA, vendors, affiliates</i></p>	<p>What must you do daily to win?</p> <ul style="list-style-type: none"> <li>• Revenue-generating activities?</li> <li>• Deliver your value proposition?</li> <li>• Ensure customer satisfaction?</li> </ul> <p>■ <i>Focus on revenue &amp; customer-facing first</i></p>	<p>How do you win &amp; keep customers?</p> <ul style="list-style-type: none"> <li>• First brand interaction?</li> <li>• Onboarding experience?</li> <li>• Ongoing support/engagement?</li> </ul> <p>■ <i>Automate where you can, stay human where it matters</i></p>
VALUE PROPOSITIONS		
<p>■ <i>Think scrappy, lean, personal, fast!</i></p> <p>Why should anyone care? <b>START HERE!</b></p> <ul style="list-style-type: none"> <li>• Problem keeping people up at night?</li> <li>• Transformation/outcome delivered?</li> <li>• Why YOU over competitors?</li> <li>• Unique angle or methodology?</li> <li>• Emotional/functional benefit?</li> </ul> <p>■ <i>One sentence = clarity. No sentence = confusion.</i></p>	<p>■ <i>Start with 1-2 channels and dominate them</i></p> <ul style="list-style-type: none"> <li>• Product/service delivery?</li> <li>• Customer support channels?</li> </ul> <p>■ <i>Niche down hard. Dominate one segment first.</i></p>	<p>Who are you REALLY serving?</p> <ul style="list-style-type: none"> <li>• Ideal customer profile?</li> <li>• Unmet needs?</li> <li>• Purchase motivations?</li> <li>• Multiple segments?</li> <li>• Early adopters vs. mass market?</li> </ul>
COST STRUCTURE	REVENUE STREAMS	
<p>What does it cost to run this?</p> <ul style="list-style-type: none"> <li>• Fixed costs (rent, software, salaries)?</li> <li>• Variable costs (ads, materials)?</li> <li>• Biggest expense category?</li> <li>• Cost reduction opportunities?</li> <li>• Monthly burn rate?</li> </ul> <p>■ <i>Low burn = long runway. Bootstrap as long as possible.</i></p>	<p>How does money flow in?</p> <ul style="list-style-type: none"> <li>• Products/services sold?</li> <li>• Pricing model?</li> <li>• Upsells/cross-sells?</li> <li>• Average transaction value?</li> <li>• Future revenue streams?</li> </ul> <p>■ <i>Diversify early. Don't rely on one stream.</i></p>	

NOW WHAT? Print this. Fill it out. Revisit quarterly. Your business model evolves—this canvas is your North Star. ■