

BUILD YOUR EMPIRE: The No-BS Business Model Canvas

Your Blueprint for Creating, Delivering & Capturing Real Value

<div>KEY PARTNERS</div> <p>Who's got your back?</p> <ul style="list-style-type: none">• Essential suppliers or vendors?• Strategic partnerships for growth?• Tasks to outsource vs. own?• Co-creation opportunities?• Risk/cost reduction partners? <p>■ Solopreneur: Think lean—VA, vendors, affiliates</p>	<div>KEY ACTIVITIES</div> <p>What must you do daily to win?</p> <ul style="list-style-type: none">• Revenue-generating activities?• Deliver your value proposition?• Ensure customer satisfaction?	<div>CUSTOMER RELATIONSHIPS</div> <p>How do you win & keep customers?</p> <ul style="list-style-type: none">• First brand interaction?• Onboarding experience?• Ongoing support/engagement?
	<div>KEY RESOURCES</div> <p>What assets make this work?</p> <ul style="list-style-type: none">• Non-negotiable marketing/sales?• Systems to maintain key? <p>■ Focus on revenue & customer-facing first</p>	<div>CHANNELS</div> <p>How do customers find & buy?</p> <ul style="list-style-type: none">• Retention & repeat strategy?• Community or loyalty? <p>■ Automate where you can, stay human where it matters</p>
	<div>VALUE PROPOSITIONS</div> <p>Why should anyone care? START HERE!</p> <ul style="list-style-type: none">• Financial resources required?• Mission, vision, and goals? <p>■ Think scrappy; laptop, no reports, no fluff</p> <ul style="list-style-type: none">• Problem keeping people up at night?• Transformation/outcome delivered?• Why YOU over competitors?• Unique angle or methodology?• Emotional/functional benefit? <p>■ One sentence = clarity. No sentence = confusion.</p>	<div>CUSTOMER SEGMENTS</div> <p>Who are you REALLY serving?</p> <ul style="list-style-type: none">• Product/service delivery?• Customer support channels? <p>■ Start with 1-2 channels and dominate them</p> <ul style="list-style-type: none">• Ideal customer profile?• Unmet needs?• Purchase motivations?• Multiple segments?• Early adopters vs. mass market? <p>■ Niche down hard. Dominate one segment first.</p>

<div>COST STRUCTURE</div> <p>What does it cost to run this?</p> <ul style="list-style-type: none">• Fixed costs (rent, software, salaries)?• Variable costs (ads, materials)?• Biggest expense category?• Cost reduction opportunities?• Monthly burn rate? <p>■ Low burn = long runway. Bootstrap as long as possible.</p>	<div>REVENUE STREAMS</div> <p>How does money flow in?</p> <ul style="list-style-type: none">• Products/services sold?• Pricing model?• Upsells/cross-sells?• Average transaction value?• Future revenue streams? <p>■ Diversify early. Don't rely on one stream.</p>
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NOW WHAT? Print this. Fill it out. Revisit quarterly. Your business model evolves—this canvas is your North Star. ■