

## YOUR TURN–BUSINESS MODEL

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Your Turn! Put your business model together on paper using the table.  
Start by filling in the blanks here:

Business Name:

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Business Type:

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Owner/CEO:

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GM:

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To b2b or b2c customers:

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Gross profit previous year:

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Margin:

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Number of employees:

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Salary or hourly:

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Then list the products and services you provide:

**This business provides the product/service of:**

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Next, list the marketing channels you use. Each different social media site counts as a separate line, as does your website. Marketing channels are also physical locations you may leave flyers/ coupons/ads or meet others to network, so make sure to include those, too.

**This business markets the offering through these channels:**

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THE STRATEGIC PLAN

List the places people can buy from you. If people send you money through Facebook, then write Facebook, but if social media is used to direct people to your website, then note your website as the point of sale.

**This business sells the offering through these channels:**

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Then list the ways you receive money. For example, if you have an online store, you list that here with the method you take payments, i.e., PayPal. If you have a brick-and-mortar store, you list your POS system. Also, make mention of how you pay bills and if you use credit here.

**This business handles payables and receivables in this manner:**

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Put a brief description of employees next. For those that have a staff of ten or fewer, follow the Company G example. For those with eleven or more, attaching an organization chart can also be helpful. Sole proprietors can skip this part—simply list the hours you work, or go deeper and list more of a schedule. Remember to use job titles rather than personal names, and remember this is not where the details of each job description go.

**This business employs these titles:**

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List the departments in your business and designate whether you or another company does them. For example, a chiropractor is not a billing office. They may contract with a billing office, or they may hire an expert as a staff member to manage the billing. Take time to briefly break down your operation by department or job title of responsibility. Keep it high-level, and remember to use titles rather than personal names. Some basic business aspects are listed already. There is room afterward to add your own.

**This business does its own in-house ancillary services or contracts these services:**

Operations –

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Accounting –

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IT –

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Sales/Marketing –

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HR –

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**Narrative**

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