BUSINESS MODEL CANVAS (EXAMPLE: SQUARESPACE WEBSITE DESIGNER)

KEY PARTNERS

- -Businesses that serve the same customers but are not direct competitors (copywriters, conversion optimization experts, etc..)
- -Facebook ad manager
- -YouTube video editor
- -YouTube influencers to partner with
- -Facebook group managers to partner with

KEY ACTIVITIES

- -Ensuring that the website drives traffic from search engines
- -Ensuring that the design attracts my clients' ideal customers

KEY RESOURCES

-Laptop, programs like Adobe Dreamwweaever

VALUE PROPOSITION

-To provide results-driven website design packages to small businesses that are both optimized to drive traffic and conversions with SEO and CRO strategies

CUSTOMER RELATIONSHIPS

- -Email communication to answer questions
- -Calls 2 x month

CHANNELS

- -Facebook ads
- -Facebook groups
- -YouTube

CUSTOMER SEGMENTS

-Small businesses (mainly hotels and restaurants)

COST STRUCTURE

- -Facebook ad costs
- -Tools and programs (Adobe, Squarespace, etc.)
- -My own website, domain, email service provider, hosting

REVENUE STREAMS

- -Website design packages (\$3,000)
- -In the future, online self-study courses and affiliate links

INSTRUCTIONS

1) VALUE PROPOSITION

What products and services do you sell? What problem do you help solve? What value are you providing to your customers?

2) CUSTOMER SEGMENTS

List your top three segments that drive the most revenue. For whom are we creating value? Who are our most important customers? (Niche.)

3) REVENUE STREAMS

List your top three revenue streams. This includes fixed pricing and different types of revenue streams, like subscription fees.

4) CHANNELS

How do you communicate with your customers? How do you deliver your value proposition?

5) CUSTOMER RELATIONSHIPS

What type of relationship does each customer segment expect? How do you maintain the relationship (self-service, communities, personal assistance, etc.)?

6) KEY ACTIVITIES

What do you do every day to run your business model?

7) KEY RESOURCES

The knowledge, people, money, and means you need to run your business.

8) KEY PARTNERS

What partners are essential to your business?

9) COST STRUCTURE

What are your top costs based on resources and activities?