



OUTLINE

(Analyzing your existing Business Model - Module 1 of 5)

ACTION PLAN

1. Rank the 8 areas in **DECENDING ORDER** of work needed
2. Pick the bottom two areas for **CONCENTRATED EFFORT** toward improvement
3. **BRAINSTORM** potential model improvements subconsciously. Keep model improvements on your mind and great ideas will come
4. Commit to having an open mind. There is a fine line between creative and crazy. Only **EXPERIMENTATION** lets you know which is which.

CASE STUDIES

- **Upside of a Business Model Adjustment**
 - Lawn & Garden OEM Supplier ----► Dealer Direct Supplier ----► Consumer Direct Supplier
- **Downside or Lack of Adjustment**
 - Warehouse Automation Company
 - High profit player in new niche ----► Me-too vendor ----► Struggling for survival as CDW steals market share
 - Great quote from \$12MM lighting distributor "If they carry it Home Depot, you won't find it here."

TOOLS

- Memory jogger
- Bizmodelsecrets.com test (re-take the test as you tweak your model)

RESOURCES

- **Business Models Made Easy** (a bit basic but good starting point) <http://www.amazon.com/Business-Models-Made-Entrepreneur-Press/dp/1599180413>
- **The Ultimate Competitive Advantage** (if you are not a "school" type person, might be too detailed. If you can make it through, you can pick out several good ideas) <http://www.amazon.com/Ultimate-Competitive-Advantage-Continually-Developing/dp/1576751678/>
- **Business Models:** (tough read as written by a Brit so examples can be hard to follow) <http://www.amazon.com/Business-Models-D-Watson/dp/1897597584/>

NEXT STEPS

- Complete the Action Plan Section of this guide
- Optional: purchase the books listed in the Resources section but do NOT start reading yet. You may go on information overload.