



EXECUTIVE SUMMARY

(Analyzing your existing Business Model - Module 3 of 5)

“The Laundry List”

ACTION PLAN

1. Create your **ACTION PLAN** from the 87 model improvements checklist.
2. Prioritize your top 5-10 **MODEL IMPROVEMENT OPPORTUNITIES**.
3. **BRAINSTORM** how you can cut your workload in ½ .

CASE STUDIES

- **KINKOS**
 - Biz model 1: unserved or underserved market.....small textbooks for professors and college kids
 - Biz model 2: unserved or underserved market.....businesses with no copier or other high-end equipment
 - Biz model 3: unserved or underserved market.....home based businesses needing copy, print, and other services
 - Biz model 4: plug in acquisition for FedEx

TOOLS

- 87 Model Improvements Checklist

RESOURCES

- **Business Models Secrets Replays** (lessons available at)
 - Module 1
 - www.bizmodelsecrets.com/Teleclass%202009/Module%201/BMS%20Module%201.htm
 - Module 2
 - www.bizmodelsecrets.com/Teleclass%202009/Module%202/BMS%20Module%202-%202009.htm
- **Free Highly-Detailed Zip Code Maps.** You have to pay big money for zip codes maps. However, check out <http://www.usnaviguide.com/zip.htm> for zoomable free zip code maps.

NEXT STEPS

Complete the 87 Business Model Improvements Checklist.