



EXECUTIVE SUMMARY

(Analyzing your existing Business Model - Module 4 of 5)

“The Biggies”

ACTION PLAN

1. Use the bizmodelsecrets.com **VERSIONING EXERCISE** to historically map your Major Versions and the Point Releases of your business. What initiatives are you currently working on? Label each “point release” or major version.
2. With a 6-12 month forward-looking window, picture your **BUSINESS MODEL with all improvements complete.**

CASE STUDIES

- **AUTO PARTS (see attached business model versions)**

TOOLS

- Versioning Worksheet/Exercise
- Vulnerability Analysis Exercise
- Workbook for all top Business Model Improvements

RESOURCES

- **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

- **Module 3-**
www.bizmodelsecrets.com/Teleclass%202009/Module%203/BMS%20Module%203-%202009.htm

- **Free Business Credit Reports.** For one free credit report, go to www.infousa.com and search for 1 business in a specific city. Your search will yield only one result. On the left of the screen, you can “preview leads”. This will show the full report for the lead including its credit score.

NEXT STEPS

Complete the **BUSINESS MODEL IMPROVEMENTS** Workbook