



Tough Questions Regarding Your Existing Model?

QUESTIONS

- 1. Do you fill an un-served or under-served niche? If not, what under-served niche could you serve?**

- 2. What is the state of your industry or SIC? (not very many folks are clamoring to get into the travel agency business.....for a reason!)**

- 3. Look into your “crystal ball” and tell me what the landscape of your industry looks like in 2-3 years. What is different? Where are the opportunities?**

- 4. Is it possible to tweak your model? Where can the creative ideas come from? Friendly competitors? Other industries?**

- 5. What assets can you employ to adjust your business model (time, capital, talent, knowledge)? How much time can you steal away from current operations to make the business model adjustments?**

- 6. If Jack Welch or Donald Trump stepped in to run your business, what model changes would they make? Can you make these same changes?**

- 7. Working on your business model means NOT working on something else. What activities can you stop or do less of to create the energy and time needed to make business model changes?**

You are staring an exciting journey to increased profitability