

The BizScalers Club Business Model Canvas

Customers	Problems	Solution	Competitive Advantages	Marketing Channels
<p>Target Customers and Brief Profile</p> <ul style="list-style-type: none"> • Growth-oriented business owners and entrepreneurs • Who have between 2-29 employees (i.e. not solopreneurs or people who don't want employees) • Generating between \$250K-\$5M in revenue • Primarily based in the US (or are English speaking around the world) • Who like learning (i.e. they buy courses, read books) • Primarily PSFs, technology service firms and B2B firms • Secondly, business coaches (different canvas) • Thirdly, investors in entrepreneurial businesses (different canvas) 	<p>Top 3-5 Problems</p> <ul style="list-style-type: none"> • Not growing fast enough • Not generating enough revenue and profit (esp. for all the work they're doing) • Overwhelmed because they have too much to do and not enough time to do it in • Overwhelmed because they don't know how to do a lot of what's required of them • Not generating enough high quality leads • Not attracting and retaining enough customers • Feel challenged leading and managing people • Struggle finding great talent to grow with • Struggle with cash flow 	<p>Top 3-5 Features and Benefits</p> <ul style="list-style-type: none"> • BizScalers Club & BizScalers Plus (i.e. plus a coach) • Events • Their business grows faster (goal is 25+% per year) • They feel less overwhelmed • They have more confidence in their capabilities and capacity as a business leader • They end up with a more scalable business • They generate more profit and have better cash flow • They're able to serve and impact more people • They end up with a business asset that's worthy of a higher multiple (i.e. premium price) 	<p>Top 3-5 Differentiators</p> <ul style="list-style-type: none"> • We're a one-stop stop for learning how to build a more scalable business • We have a huge content library with new content added weekly (i.e. not fixed content) • We're masters at creating systems, templates, workflows and documents that can easily be implemented (what + how) • We're led by a top-notch communicator who delivers great content without fluff • We use an intentionally-designed multi-year curriculum (vs. masterminds) • We grant access to everything on day one (i.e. we don't drip) • We allow downloading for internal use (i.e. we can be your outsourced education) 	<p>Primary Ways You'll Get In Front of Customers</p> <ul style="list-style-type: none"> • Paid advertising online (Facebook, LinkedIn, Google, YouTube, IG) • Webinars • Speaking (free and paid) • Joint Ventures (especially with coaches) • Direct contact • Free content - posts, lead magnets, articles - and SEO • PR • Marketing and hosting our own events
Conversion/Sales Process		Delivery/Fulfillment	Pricing	Profit Model
<p>Process (How?)</p> <ul style="list-style-type: none"> • Ad > Opt in > Email > Webinar > Sales Page • Book > BSIP > Sales Page <p>People (Who? What triggers next hire?)</p> <ul style="list-style-type: none"> • Marketing Associate 		<p>How Customers Will Access/Receive Your Solution</p> <ul style="list-style-type: none"> • Online in a LMS (BizScalers site, videos, webinars, documents, SaaS, course sites, etc.) • Phone and/or video conferences • Live events • Plus - above plus coach and quarterly meetings 	<p>Your Simple Pricing Model</p> <ul style="list-style-type: none"> • Monthly Investment (\$397/mo) • Plus (incl. coach = \$1,000/mo) • Events (\$97 - \$1,997) • Products (\$27 - \$1,497) 	<p>Revenue COGS Gross Profit Expenses Net Profit LTV</p>