



MESSAGE

WHAT IS YOUR STORY?
HOW DOES YOUR CUSTOMER HEAR IT?



REVENUE

HOW DO YOU MAKE MONEY FROM
YOUR CUSTOMER?



DISTRIBUTION

HOW DOES YOUR PRODUCT OR
SERVICE
GET TO YOUR CUSTOMER?



BENEFIT

WHY DOES YOUR CUSTOMER WANT
YOUR PRODUCT OR
SERVICE? HOW DO YOU SOLVE THE
PROBLEM?

+ ADVANTAGE

WHAT GIVES YOU THE EDGE OVER THE ALTERNATIVES?
WHY ARE YOU THE BEST PERSON TO DO THIS?



COSTS

WHAT ONGOING NEEDS ARE ESSENTIAL TO
KEEP YOU GOING (MONEY, PEOPLE, THINGS,
TECHNOLOGY, ACTIVITIES)?

