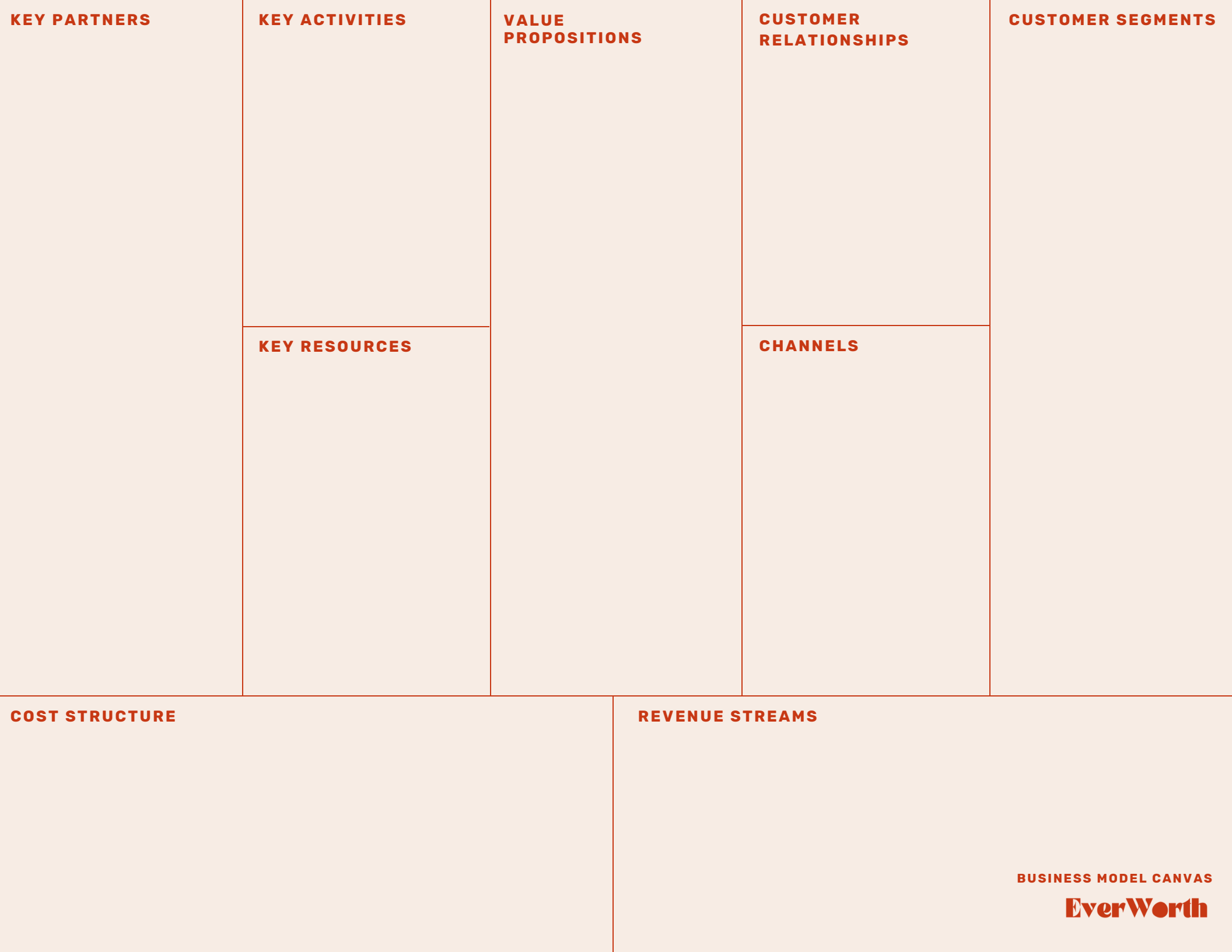


brand & biz model canvas

Use these templates when you want to conceptualize your brand and business model succinctly without writing exhaustive business plans that will never be referenced.

BRAND VALUES	BRAND PROMISE	BRAND STORY	TONE OF VOICE	TARGET AUDIENCE
MISSION STATEMENT	BRAND POSITIONING		KEY MOTIVATIONS	
	MISSION STATEMENT	VISION STATEMENT		



KEY PARTNERS

KEY ACTIVITIES

KEY RESOURCES

VALUE PROPOSITIONS

CUSTOMER RELATIONSHIPS

CHANNELS

CUSTOMER SEGMENTS

COST STRUCTURE

REVENUE STREAMS

empathy map

Use this template when you want to empathize with your target audience and uncover the most important ways to show up for them explicitly and implicitly.

THINKS & FEELS

SEES



HEARS

SAYS & DOES

WANTS & NEEDS

FEARS & FRUSTRATIONS

product/ market fit

Use this template when you want to find product/market-fit and diagnose where things may have room for adjustments or need to pivot.

You can always feel when product/market fit isn't happening. The customers aren't quite getting value out of the product, word of mouth isn't spreading, usage isn't growing that fast, press reviews are kind of "blah", the sales cycle takes too long, and lots of deals never close.

And you can always feel product/market fit when it's happening. The customers are buying the product just as fast as you can make it—or usage is growing just as fast as you can add more servers. Money from customers is piling up in your company checking account. You're hiring sales and customer support staff as fast as you can.

*Excerpt from Marc Andreessen's Blog Post
"The Only thing that matters"*

<p>QUESTION ONE</p>	<p>WHO ARE YOU SOLVING A PROBLEM FOR? IS YOUR TARGET AUDIENCE NARROW AND SPECIFIC?</p> <p><i>You can't boil the ocean. It may feel counter-intuitive, but the more specific you get about who you are best positioned to serve, the easier it will be to focus your resources on getting in front of them. Remember, Amazon started with books...</i></p>
<p>QUESTION TWO</p>	<p>WHAT PROBLEM ARE YOU SOLVING? AND WHAT SOLUTION ARE YOU DELIVERING?</p> <p><i>The answer to these questions needs to be simple enough for a stranger to remember after hearing it just once. "We help [customer segments] who need [solution you offer] when [problem occurs] by [your differentiators]."</i></p>
<p>QUESTION THREE</p>	<p>IS THE PROBLEM YOU'RE SOLVING MEANINGFUL, PAINFUL, AND URGENT?</p> <p><i>Does your customer care enough about this problem to make it a priority? If they don't, then ask yourself what they do prioritize and pivot to doing that instead.</i></p>
<p>QUESTION FOUR</p>	<p>DOES YOUR CUSTOMER HAVE MONEY AND ARE THEY WILLING TO PAY YOUR PRICE POINT?</p> <p><i>Profitable businesses have enthusiastically willing and able loyal clients/customers. You may need to test different pricing points and pricing models to find the formula that works best for your business.</i></p>
<p>QUESTION FIVE</p>	<p>CAN YOU ACCESS YOUR TARGET AUDIENCE COST-EFFECTIVELY? WHAT CHANNELS ARE YOU USING?</p> <p><i>How can you get in front of your target audience for free? How can you get in front of your target audience for a few hundred dollars? How can you form partnerships to get in front of them at scale? Where can you find them organically?</i></p>
<p>QUESTION SIX</p>	<p>ARE YOU THE BEST OR ONLY OPTION FOR YOUR TARGET AUDIENCE? WHY IS YOUR SOLUTION SUPERIOR?</p> <p><i>What makes you the best fit for your target audience compared to other options on the market? Why would they prefer your offering over another brand's? This is why it's important to really hone in on a narrow target audience.</i></p>
<p>QUESTION SEVEN</p>	<p>IS YOUR SERVICE DELIVERY MODEL STREAMLINED AND AGGRESSIVELY SCALABLE?</p> <p><i>Are leveraging the right apps/systems in all areas of your business to make it easy to access and transfer knowledge? If you aim to hit that next phase of growth or to get acquired, this matters a lot.</i></p>

QUESTION ONE	WHO ARE YOU SOLVING A PROBLEM FOR? IS YOUR TARGET AUDIENCE NARROW AND SPECIFIC?
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impact x effort drill

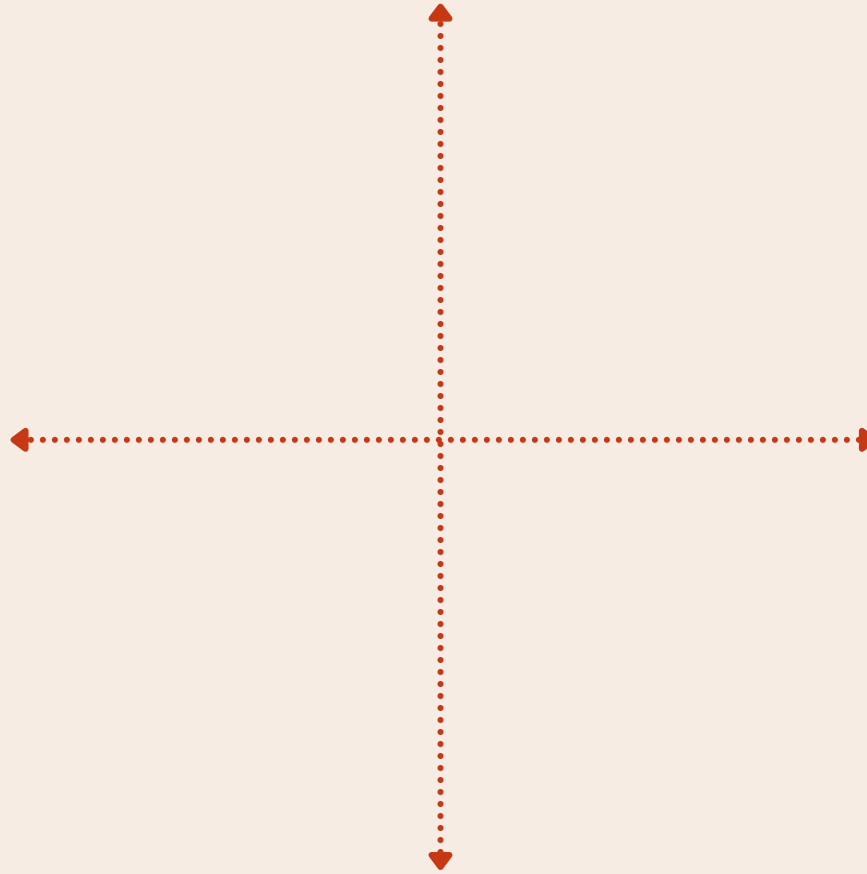
Use this template when you want to find the highest-impact activities that require the least amount of effort/resources.

HIGH IMPACT

LOW IMPACT

LOW EFFORT

HIGH EFFORT



IMPACT X EFFORT

EverWorth