



YOUR **ESSENTIAL** STARTUP GUIDE

CHANGECREATORMAG.COM

WHAT'S IN THIS GUIDE?

- **THIS HANDBOOK'S GOAL**

- **WHAT THE HECK IS A SOCIAL ENTREPRENEUR OR “CHANGE CREATOR”?**

- **STARTING FROM SCRATCH**

1. Build A Strong Foundation
2. The Whys
3. Looking at Challenges as Opportunities
4. What Others are Doing: Get Inspired!

- **IDEATION & CREATION**

1. What if You Don't Have an Idea Yet?
2. What Problem do You Want to Solve?
3. What will you provide?

- **BUSINESS DEVELOPMENT**

1. Understand Your Audience, Really Well
2. Understand Your Competitors and Find Your Angle
3. Craft Your Vision
4. Pick a Relevant Brand Name

- **BUSINESS MODEL**

1. Incorporate Your Business
2. Brand Strategy Canvas
3. Business Model Canvas

- **ORGANIZATIONAL TOOLS**

1. 8 tools to Prepare Your Business to Scale up for Success

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MELISSA **CARRIER**

We are Change Makers. We are Dreamers. And, most importantly,

WE ARE

DOERS.

M ANY TIMES
PEOPLE GET
IDEAS
AND THEN
THEY REALIZE
THEY DON'T
KNOW WHERE
TO START OR
WHAT STEPS TO TAKE TO CREATE
A STRONG FOUNDATION FOR
THEIR BUSINESS AND BRING
THE IDEA TO LIFE.

This handbook is designed to be a tool that offers insights around steps that can and should be taken to help build a strong foundation that improves the chances of success for any business.

You may be fed up with your 9am-5pm job, if it's not giving you a sense of fulfillment, or you're looking for work out of college and have a desire to make a real difference in the world. Whatever the case is, that's why you're reading this and why we put this handbook together.

That desire to do work that has meaning and purpose is growing among people and we want to help nurture it.

We will not only provide you guidance based on years of experience and research, but we will give you the tools and worksheets you need to get it done.

Some people love this part of the process but others find it painful and time consuming.

It's easy to convince yourself you know this information in your head and that you can skip to the fun stuff. *Don't do it!* You will only learn later on down the road, when things are not going your way, that these steps are essential.

WHAT THE HECK IS A SOCIAL ENTREPRENEUR OR “CHANGE CREATOR”?

Before we do anything, let's get on the same page with what this actually means.

The simple textbook definition of a

Social Entrepreneur is:

A person who tries to solve social problems and make the world a better place by using innovative entrepreneurial skills.

Our definition of a

Change Creator is:

A person who uses entrepreneurial skills and innovation to improve the wellbeing of people, animals, and/or the environment.

Social enterprises employ commercial business strategies to improve human and environmental well-being. Social impact investors provide capital and advice to social entrepreneurial startups.

Whether it's a nonprofit or it's forprofit, it's a *business or organization with purpose.*

STARTING FROM

SCRATCH

BUILD A STRONG FOUNDATION

We all know the story of the 3 little pigs, so, put in the time now to build your house out of bricks.

If you are not familiar, you should get familiar. You can watch the original classic from the 1930's which offers an essential learning lesson. It's noted as one of the top cartoons of all time.

STARTING FROM **SCRATCH**



Before you start, let's be clear, this is **HARD WORK**.

However, it's well worth it. The more clarity you have about what you're doing, the more you improve your chance of success.

Working through this process develops your skills and improves your ability to bring ideas to life successfully.

There is a reason we emphasize that you actually write these things down.

Every entrepreneur tends to think they know this information in their head and that's a *HUGE* mistake.

Once you start to write it down you will find that it's not so easy to do and you don't know as much detail as you thought.

This process forces you to think through these things the right way.

In addition, by putting things down on paper, you are now beginning to actually manifest your business. It makes it more "real".

STARTING FROM SCRATCH

These are not exercises you can breeze through on a Saturday afternoon. They each take time, research, and lots of thought. A particular section may take you a week to complete. That's OK.

Don't get stuck but don't rush. Remember, this is the foundation of your business and it will continue to evolve. **OK, let's get to it!**

THE WHYS

BEFORE DIVING INTO THIS ANY FURTHER, YOU NEED TO THINK ABOUT WHY YOU'RE INTERESTED IN SOCIAL ENTREPRENEURSHIP OR ANY FORM OF ENTREPRENEURSHIP.

EXERCISE:

Write down as many reasons as you can that define why this is important to you.


Then narrow it down to your top 5-10. You need to save those "whys" because they are your driving force. There will be days when motivation is low and you will need to look at that list to remind yourself why you're doing, what you're doing.

Without being clear on why you're doing something you have no reason.

STARTING FROM **SCRATCH**

LOOKING AT CHALLENGES AS **OPPORTUNITIES**

Social entrepreneurs look at
challenges around the world as
opportunities.



If you have to do is look around. There is room for change everywhere to help people or animals in need or innovate a product or process to be more sustainable for the world.

Many people think of social entrepreneurship solely in regards to solving problems in underdeveloped nations, problems like lack of access to food, clean water and medicines.

Yes, on a global scale, we have big challenges such as poverty, hunger, climate change, lack of clean water or education. The list goes on. There *is* food and clean water available for those who need it but the systems we operate by may need to change to allow for those in need to gain access.

In developed nations, there are also a number of issues that require change, such as: homelessness, environmental degradation, wrongful incarceration, education or economic inequality, just to name a few.

Furthermore, in the United States, infrastructures such as roads, buildings, electrical grids, schools, and water systems were built many years ago and are still largely inefficient. On a daily basis, people rely on systems we have for healthcare, politics, banking and food which were created decades ago.

Over time, society continues to advance, our population grows, technology advances, and our understanding of sustainability improves. Our infrastructures and systems have not been updated to keep up with modern development.

A social entrepreneur sees these situations as opportunities. We want you to start looking at them the same way.

WHAT OTHERS ARE DOING

GET INSPIRED!

Here are some examples that may offer you inspiration. Social entrepreneur innovation comes in all shapes and sizes.

- **SCOTT HARRISON, FOUNDER OF CHARITY: WATER**

Scott went from a club promoter to a volunteer around the world and had an experience that completely overhauled his perspective. He was impacted by his experiences so deeply that today he has now helped millions of people gain access to clean water and continues to do so.

- **JAKE ORAK, FOUNDER OF ETHNOTEK BAGS**

While traveling through Vietnam Jake found that local artisans, their culture and livelihoods were being pushed to extinction by large scale unsustainable manufacturers. He wanted to help those people. He had experience with bag design and had an “ah-ha” moment. He would create sustainable fair trade bags that used the local artisan’s designs, called THREADS. The THREADS would be interchangeable so you don’t have to buy a new bag each time. Now they also have ipad covers and other solutions.

- **BILLY PARISH, AUTHOR OF MAKING GOOD, FOUNDER OF THE ENERGY ACTION COALITION AND MOSAIC**

Billy Parish was attending Yale and dropped out to start, The Energy Action Coalition. In partnership with his friend Dev Aujla, they wrote the book, Making Good, which talks about the path to creating a living and a difference. Today, he’s also founder of a solar investment company called, Mosaic.

STARTING FROM SCRATCH

- **JOSHUA TETRICK, FOUNDER OF HAMPTON CREEK**

Hampton Creek makes products such as, Just Mayo, which are shaking up the food system. By making an egg substitute, Hampton Creek has developed products that are animal friendly, eliminating factory farming which is an extremely abusive and challenging industry. Aside from abuse it contributes to environmental challenges such as climate change and water waste.

- **NEIL BLUMENTHAL, ANDREW HUNT, DAVID GILBOA, AND JEFFREY RAIDER FOUNDED, WARBY PARKER**

Warby Parker is a brand that designs and sells eyeglasses. For every pair purchased, a pair is distributed to someone in need.

- **DAVID SIMNICK, COFOUNDER OF SOAPBOX**

SoapBox creates amazing soap and each purchase has a purpose. For every bar sold, they give a bar away to someone in need.

- **DALE PARTRIDGE, FOUNDER OF SEVENLY**

Sevenly sells apparel that provides \$7 from each purchase to charity. Each week they work with a new charity. They have raised over \$4.4MM and helped save or improve many lives.

- **GREENPEACE,**
the environmental activist group, created Greenfreeze A solution that made refrigerators climate friendly by eliminating the use of hydrofluorocarbons (HFCs), an extremely potent greenhouse gas that has 1,400 times the global warming impact of CO2. This was made public and replicated by companies around the world.

IDEATION & CREATION

WHAT IF YOU DON'T HAVE AN IDEA YET?

**That's OK. We all start somewhere.
You just need to start thinking about it.
Finding a niche for your business starts
with a thoughtful process
of self-discovery.**

As mentioned earlier, there are many reasons people decide to start their own meaningful business. Some people come out of college or graduate school and can't find work. Or they have a job that gives them no sense of fulfillment or meaning. It can be taxing on the soul but the good news is that with the wonderful age of the internet the work paradigm is shifting in a different direction. You don't have to be part of another company's plan whose values you don't share, you can make your own, on your terms, doing something you care about.

LET'S START BY TAKING SELF-INVENTORY.

PLEASE BE HONEST WITH YOURSELF, AND THINK ABOUT ALL ASPECTS OF YOUR PAST AND CURRENT EXPERIENCE, AS WELL AS YOUR FUTURE GOALS.

■ EXERCISE 1:

Make a list of your skills, as many as you can think of. There is a lot of value in leveraging the experience you already have.

Examples may include: graphic design, marketing, accounting, event planning, coding, human relations, leadership, research, project management...etc

■ EXERCISE 2:

Make a list of your areas of interest and be as specific as possible. **For example**, if you are interested in helping revamp public education, describe what aspects are most important to you.

■ EXERCISE 3:

Make a list of your personal values. These are the beliefs that drive your personal and professional life.

Examples may include: collaboration, accountability, learning, teamwork, honesty, compassion, diversity... etc.

■ EXERCISE 4:

Answer the following questions as you can and write them down.

1

Do any of the challenges the world faces make you very angry?

If so, this is a great motivator to tackle the challenge. Scott Harrison of charity: water was speechless after his experience volunteering around the world. That experience was the driver for creation and success of charity: water

2

Have you ever been asked for advice? If so, what were they asking for advice about?

This can give you an idea of what quality people may see in you for help

Now, you should have a much clearer and holistic picture of what you care about and the skills you bring to the table.

What current organizations and positions might align with your skills, interests and values? You may need to do a little research to get clarity on this. By doing this you will start to see what areas might make sense for you.

WHAT PROBLEM DO YOU WANT TO SOLVE?

When going through school the question has always been, “what do I want to be when I grow up?” Unfortunately, you can’t really find a job for “social entrepreneur” today, it’s not a clear path.

As social entrepreneur, Alex Stoll states in his TEDx talk, the question has to change. The question you must ask is, “What problem do I want to solve?”

You want to start with a niche idea for the problem you want to solve.

This means you will have a specific and specialized focus.

DEVELOPING A NICHE ALLOWS:

- PEOPLE TO GAIN A CLEAR UNDERSTANDING OF WHO YOU ARE AS AN ORGANIZATION.
- YOU TO BECOME AN AUTHORITY IN THE AREA
- YOU TO BUILD A STRONG AUDIENCE BASE

**WHEN YOU ARE CLEAR
ON YOUR NICHE YOU WILL
BE CLEAR ON WHO YOUR
MARKETING EFFORTS
WILL ADDRESS.**

**IF YOU HAVE A VISION
BEYOND THE NICHE THAT'S
FINE. ONCE YOU HAVE AN
AUDIENCE BASE, YOU CAN
THINK ABOUT PLANS TO
EXPAND BEYOND
THE NICHE.**

■ **EXAMPLES:**

1. I want to help reduce deforestation in Indonesia by encouraging new policies for sustainable palm oil production.
2. I want to improve the quality of academics at inner city schools
3. I want save children's lives by bringing soap to struggling families in Africa (ie. soapbox example discussed earlier)

EXERCISE:

Answer the question
What niche problem do
I want to solve?

What if you still don't know
what niche to address?

EXERCISE:

If you still don't know a problem you want to solve, make a list of anything that comes to mind. The problems are endless so you should have quite a few. If not, do a little research for inspiration and then make your list. When making the list, don't think deeply, just start writing whatever comes to mind.

Review the list and start looking for trends and qualities that align with your selfinventory results. It's ok to take some time here but don't dwell on it too long. Set a time that you need to make a decision by.

If you reach that time, pick something and keep moving. The most important thing is to start.

WHAT WILL YOU PROVIDE?

EXERCISE:

THINK ABOUT YOUR SELF-INVENTORY ASSESSMENT AND DETERMINE WHAT YOU WILL PROVIDE TO SOLVE THE PROBLEM. WRITE A SHORT PARAGRAPH THAT DESCRIBES THIS:

EXAMPLE:

I'm a very empathic person and I have a passion for learning about how people relate to the world. My passion lends itself to nature which all started with my visit to the rainforest several years ago in Central America. I know marketing and digital design. I've been told by several individuals I missed my calling as a motivational speaker. With that said, I find "rainforest protection" close to my heart and would like to use my skills to create a media portal with smart video campaigns and creative content marketing to raise awareness about their importance, the challenges they face and how they can help protect them. As a media portal, the root of our business is information that offers value to people about rainforest protection and how to make daily decisions that protect the rainforest.

BUSINESS DEVELOPMENT

UNDERSTAND YOUR AUDIENCE, **REALLY WELL**

The very first step in any communication or marketing strategy is defining your target audience so you can tailor your message or pitch appropriately. For businesses, this is usually your typical potential buyers of a product or service. For a nonprofit, it could be potential clients for a program, volunteers for an initiative, advocates to spread a message, or donors to support a cause.

TIP: If you try to reach everyone, you will likely appeal to no one.

It's important to have focus. Try to keep it to one target audience per product or service.

Different products may often have different target audiences. In the same way a nonprofit might want to define target audiences for clients, volunteers, and donors separately (even if there is some overlap).

In other instances a single product or service might have multiple customer niches that require completely different marketing. An example might be an event venue who markets the same space in completely different ways for weddings and business parties, or a nonprofit might take different fundraising approaches with college students versus businesses.

BELOW, IS A QUESTION TO THINK ABOUT WHEN LOOKING FOR YOUR AUDIENCE: WHAT IS THE DESIRED ACTION OF YOUR TARGET AUDIENCE?

- Buying your product or service
- Donating to your organization
- Volunteer for an event
- Advocate by spreading the word and educating others

A huge mistake people make when trying to find their audience is not thinking enough about what that audience might be like. Their likes, dislikes, hopes, fears, frustrations, where they shop...etc.

Once you can describe them you can have a better idea of what they *want*. This is important because it allows you to shift the conversation to “how you can help them.”

No matter how motivated you are, if you don’t know what your audience wants, you won’t connect. Additionally, you won’t know where to find them online in the blogosphere.

If you own a gym you might think, my audience wants a gym membership and exercise classes. But, in reality, what they really want is to look good and be healthy.

People that read marketing blogs don’t want endless articles, videos and tips on marketing. They want to scale their business up and make more sales.

YOU GET THE IDEA. IT'S WHAT YOU NEED TO APPEAL TO.

EXERCISE 1:

WRITE A SHORT PARAGRAPH THAT DESCRIBES THE IDEAL PERSON YOU CAN HELP MOST.

EXAMPLE

Environmental activists and conscious consumers that are interested in protecting our world's rainforests. They are angered by deforestation, oil corporations' damage, dam development, and realize the importance of rainforests as a core necessity for the wellbeing of the common good. These are handraisers, people willing to share information and speak up as a voice to increase awareness of challenges, causes and solutions for improvement. As an activist or conscious consumer they are willing to spend a few more dollars on products that do not harm rainforests and likely have high levels of interest in nature, camping, or visiting rainforests on vacation.

EXERCISE 2:

Let's dive into the demographics and psychographics of your audience.

Why? Because this will help you get a clear and complete picture of who they are, exactly.

If you don't have a detailed understanding of who you are targeting then everything you do will be guesswork and your house will be made of straw which will easily be blown down later. Entrepreneurs believe they know this stuff in their head, but when asked to write it down, they have a real hard time. Write it down, think through it!

DOWNLOAD WORKSHEET

**DOWNLOAD WORKSHEET
FOR GOOGLE DRIVE**

NOTE: Must be logged into Gmail

VALIDATE THE MARKET

It's a safe bet to say there's no perfect science to this, especially if you're creating something that is disrupting a market. The defined audience for the business is a constant that we can leverage to validate the market.

It's true, social entrepreneurs start a business for a purpose before profit. However, in today's system, you must have some source of financial income to be sustainable. You might be selling a product or service, or getting funding from the government or public domain.

Depending on what you're doing and how your audience is defined, there are many ways to determine if a niche category has a valid market. The goal is to ensure the best you can that there is market big enough for you to make money.

Let's review a few ways this can be accomplished so you can have more confidence in proceeding with your idea.

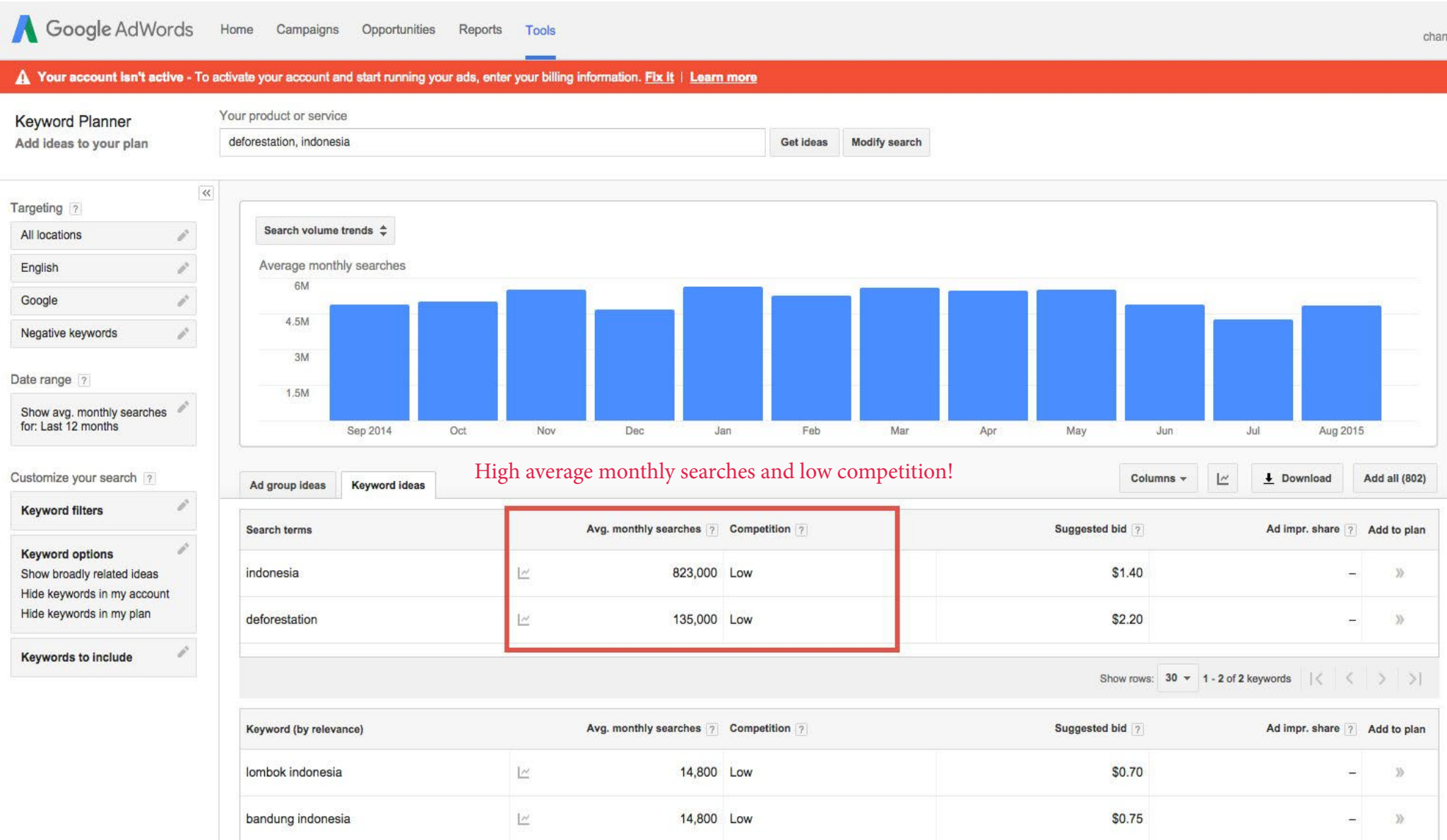
AS COMMONLY SHARED, YOU CAN USE TOOLS LIKE:

Google Keywords | Google Trends

Using those tools you can get an idea of how many people are searching for specific terms each month, where they’re from and if it’s a growing trend or not.

With keywords, look for results that have more than 40,000 or even 50,000 average monthly searches. If it’s has 25,000 and has high competition, look for an alternate or related idea that has better results. This is all very highlevel and directional. It’s not the end all be all.

Screenshot of our search for “deforestation, Indonesia”



EXAMPLE:

**LET'S SAY WE WERE PURSUING THE DEFORESTATION
EXAMPLE IN INDONESIA. HAS THERE BEEN ANY
INTEREST IN THIS? YES! AND COMPETITION WAS LOW.**

Next, you want to confirm some of the following:
For your niche, are there:

1

Magazines

2

Big blogs with an engaged audience

3

Books on the topic in your local
book store or on Amazon

4

Podcasts

5

Major social network pages

If the answer
to most of
those 5 areas
is “yes”, then
the market
should be big
enough to
sustain your
business.

Reminder,
this is to
validate
a niche
category, not
a product.
Validating
a product
is different
and requires
different
steps.

UNDERSTAND YOUR COMPETITORS AND FIND YOUR ANGLE

IT'S ALWAYS GOOD TO DO SOME RESEARCH ON YOUR COMPETITORS.
WHAT THEY'RE DOING, WHAT'S THEIR ANGLE?

The more you understand their angle the better your ability to discover a gap in the category to determine where you might best fit in.

There are many ways to go about this. What we are sharing here is based on our team's experience and what we found to work best for us. Everyone is different but this should give you a good sense.

EXERCISE

USE THIS WORKSHEET TO ASSESS YOUR KEY COMPETITORS AND FIND YOUR ANGLE

[DOWNLOAD WORKSHEET](#)

[DOWNLOAD WORKSHEET FOR GOOGLE DRIVE](#)

NOTE: Must be logged into Gmail

CRAFT YOUR VISION

A **vision** is a clear picture of what success will look like in the future. It tells you and anyone on your team where you're going. It should be inspiring and excite people you bring onto your team.

Have you ever played darts before? Well, what would happen if you didn't have a dartboard when you were playing? You would be throwing darts aimlessly.

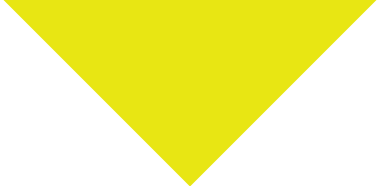
The same goes for a vision. If you don't have your vision *down on paper*, you run the risk of doing work aimlessly and not getting anywhere. It happens all the time!

When you think through this and write it down on paper, you start to bring it to life. Once you have a destination in mind you can start to strategize what steps you need to take to get there.

Again, this has to be written down, not in your head.

Do you know where you want to be in 3-5 years?

If you write a vision for 5 years into the future, you would actually write it as though it was that year. **Take this very seriously, it's an important step to leading your business towards success.**



Below,
we share 2 amazing articles
from ZingTrain's cofounder, Ari Weinzweig.
This material was featured in Inc Magazine.
We have used this method for many
different situations and love it.

These articles will:

1. Provide you a clear understanding of the process and why it's important
2. Offer you a great example
3. Provide key steps to take to build your own vision

Article 1: Why and How Visioning Works

Article 2: The Power of Visioning: 8 Steps

EXERCISE

**WRITE THE FIRST DRAFT OF
YOUR VISION**

BUSINESS DEVELOPMENT

PICK A RELEVANT BRAND NAME

Now that you have an idea of who you can help and how you might do it, you need to find an appropriate name for your business. This can be a stressful process but try and have fun with it.

GET THE CREATIVE JUICES FLOWING. IT ALWAYS HELPS TO FIND BOOKS OR OTHER SOURCES OF LITERATURE ABOUT YOUR NICHE TO GET INSPIRATION FOR KEYWORDS AND HOW THINGS MIGHT BE DESCRIBED. YOU'LL PICK UP BITS AND PIECES THAT YOU WOULDN'T HAVE THOUGHT OF OTHERWISE.

HERE'S 4 THINGS TO CONSIDER WHEN THINKING OF IDEAS FOR YOUR BRAND NAME:

1

You'll have it for a long time

2

It should be easy to say and remember

3

It helps to have it be a reflection of what the brand stands for. For example, Change Creator reflects social entrepreneurship innovators creating change. Another example is the joining of two words, "Instagram".

4

Spell it correctly, it makes it easier for people to search and find it. If you have to spell it out loud every time you tell someone the name, then it's probably not a good idea.

A CHALLENGING PART OF THE PROCESS IS MAKING SURE THE NAME YOU PICK HAS AN AVAILABLE DOMAIN NAME.

We recommend reading through this free chapter about domains from, Alexandra Watkin's book, "Hello my Name is Awesome: How to Create Brand Names That Stick"

[CLICK HERE TO READ THE CHAPTER](#)

People have also developed software that you can plug keywords into and it spits out name ideas. Personally, we've never found them helpful. You can try but we don't recommend you waste your time.

[Click here to check domain availability](#)

[Click here to check for trademarks](#)

Now that you're inspired, think about what your brand stands for and does. Without pausing, just start

writing a list of any names that pop into your head based on those thoughts.

Don't hesitate, just start going. Unload all your ideas no matter how silly or crazy they seem, just write it down. You should have at least 10-15.

Review and select what keywords you like to start narrowing the options down. If you need to revisit the literature for inspiration, do it.

A

s you come up with names you like, start testing to see if the domain is free or if some variation is free.

Again, reference the free chapter from Alexandra Watkin's book for ideas on how to land a domain.

Once you have at least 3-4 names that you like and also have domains available, get some feedback. You can email some friends or even just send a text message to them. At least 10 people.

Tell them your concept of your business and ask them what name resonates the best with them. You'll get an idea of what's resonating.

BUSINESS MODEL

INCORPORATE YOUR BUSINESS

Depending on what you're doing, you'll need to determine the business model you want to adopt. This could be a nonprofit or a forprofit model.

TIP: if you don't already have a certified accountant and financial advisor, please set yourself up. A Financial Advisor will help you get set up to manage money as you grow. Your accountant can help you understand the different business incorporation types and their tax implications. This will help you decide how to establish your business.

THE BIG DIFFERENCES BETWEEN NONPROFIT & FOR PROFIT ARE:

1

How they are taxed.

2

How the profits can be distributed.
Nonprofits cannot distribute profits to their directors. Forprofits can distribute to owners.

3

The minimum number of people required to be involved in management.
For example, in NY, nonprofits cannot have less than 3 directors. A forprofit can have as few as one owner.

4

The process of how entities are formed.

While you are entitled to receive a reasonable salary for the services you render to a nonprofit, you cannot take a portion of the profits that the entity generates (as you could if a shareholder of a forprofit corporation).

On the other hand, you may be able to qualify for more government grants for funding as a nonprofit.

■ EXERCISE

Find a certified accountant if you don't already have one. If you have one, you can skip that step.

Next, talk to them about what you're doing and see if they can share insights about what approach for incorporation might be most suitable for you. Lastly, incorporate your business.

NOTE: Working through companies like Legal Zoom is OK but they will be far more expensive than doing it yourself. Government websites have the forms you need to fill out for incorporation. Your accountant may even be able to help you with them.

For example, if you lived in Pennsylvania (USA), the forms would be found here:

[CLICK HERE TO SEE ALL FORMS](#)

■ FOR PROFIT LLC EXAMPLE:

Most commonly, an LLC is where a forprofit will want to start. You can scroll down that page until you find the title: Domestic Limited Liability Company. You would fill out the form called, "certificate of organization"

■ NONPROFIT EXAMPLE:

If you are going to form a nonprofit, you would look for the section titled: Domestic Nonprofit Corporation. Here you would fill out the form call, "articles of incorporation".

BRAND STRATEGY CANVAS

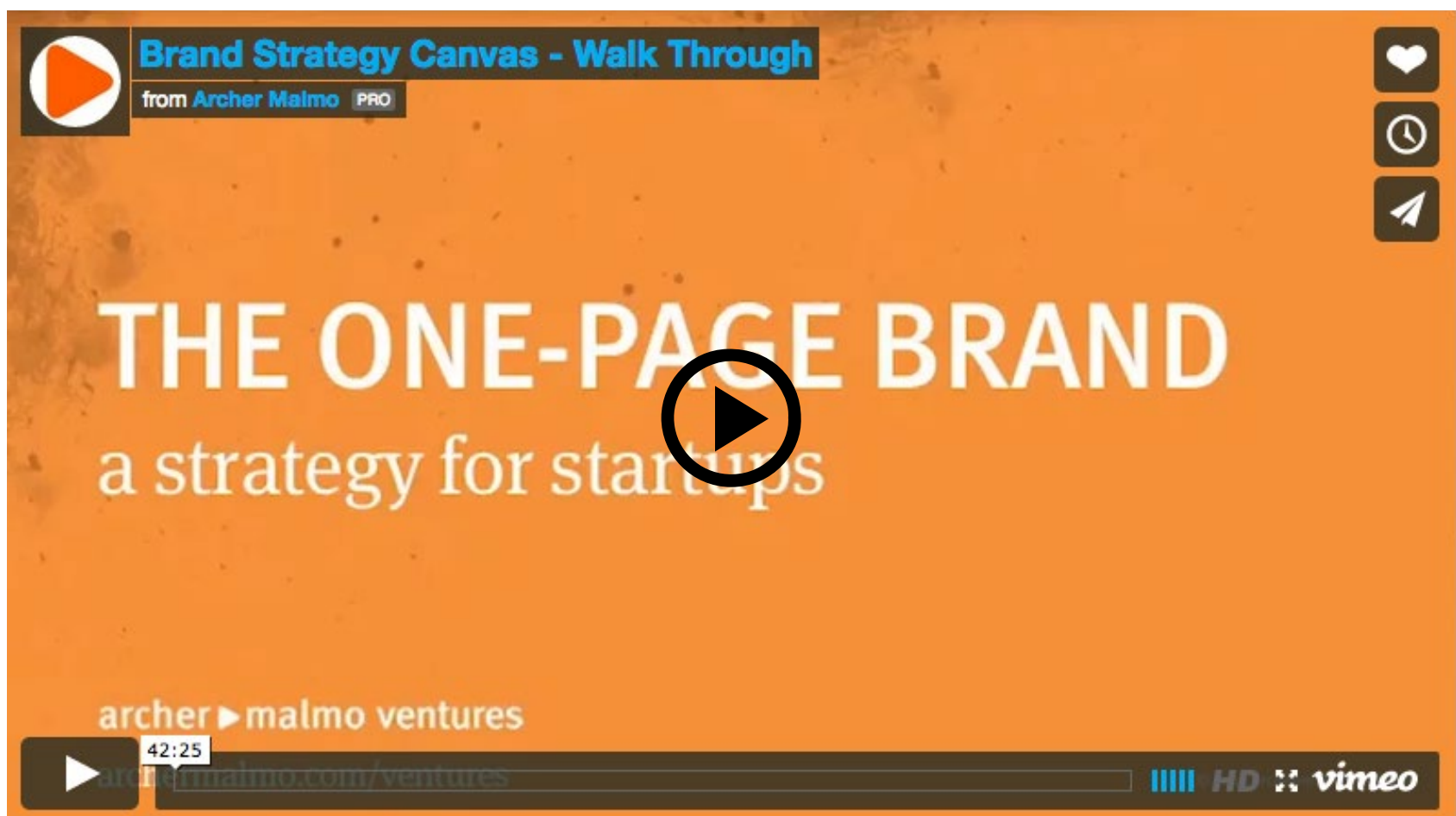
This is a great tool that helps you think through your customers and brand in more detail.

It's an essential step to take which will also help you develop your brand positioning statement.

A positioning statement is a concise description of your target market as well as a compelling picture of how you want that market to perceive your brand. This is an internal tool, not a marketing asset.

Every product and/or marketing decision you make regarding your brand should align with and support your positioning statement.

A good positioning statement is a guidepost for your marketing efforts. It helps you maintain focus. Your team should all be on board with this statement.

[Watch The Video](#)[Download The Template](#)

BUSINESS MODEL CANVAS

80 page business plans
went out the door years ago.

Don't waste **your**
time.

This is the visual representation of
your business model that is simple
and relevant.

It describes the rationale of how an
organization creates, delivers
and captures value.

DO NOT SKIP THIS STEP!

THERE ARE 9 BLOCKS THAT MAKE UP THE BUSINESS MODEL CANVAS.

Here, we will define each one for your reference in the order that you should fill them out. [A template and video is provided after the description of the 9 blocks.](#)

1 VALUE PROPOSITION

Which of the problems you identified for customers you can help, are you fulfilling? What things do you do that actually cause a customer to work with you? Your value propositions and customer segment should be closely linked.

2 CUSTOMER SEGMENTS


In the niche case you will focus on a specific customer segment. If you have multiple customer segments, try and prioritize them.

CHANNELS

These are the channels you use to communicate your proposition to your segments and sell product or service customers.

For example, if you sell solar panels for underserved markets and there's a website people can purchase equipment, that site is a sales Channel.

If you use Google AdWords, that's a Channel, too (for getting attention). If you use a third party company to service the solar panels when they break, that's also a Channel. Make a list of important channels, linked to your customer segments.




4

CUSTOMER RELATIONSHIPS

How does the customer interact with you through the sales and product lifecycle? Maybe they never see you and only interact through certain channels?

REVENUE STREAMS

How is the customer paying for the product? Are you getting funding? Here you need make a list of revenue streams, linked (mutually) to your customer segments and value propositions.



5



6

KEY ACTIVITIES

These are the important things your business needs to do to deliver on its propositions and make the rest of the business work. So, be sure to think about how the key activities or resource drive your value propositions.

KEY RESOURCES

The key resources are the strategic assets you need in place to make your business work. If you were building a physical product a key resource would be a manufacturer of the product.

8

KEY PARTNERSHIPS

Here you want to list key partners you need to work with to help make your business successful. This may be partners for promotion purposes, or your suppliers...etc. It's good to take note or think about how your partnerships may relate to your key activities.

COST STRUCTURE

Now that you have a better understanding of how your key activities support your value propositions and your revenue, you need to think about how they impact cost. List out your cost elements and consider how they relate to your key activities. If you have a major cost element that does not link back to a key activity you should take a second look at the costs.

9

[CLICK HERE TO DOWNLOAD THE INTERACTIVE CANVAS TEMPLATE TO *YOUR GOOGLE DRIVE*](#)

Download a static copy here



WATCH this video by, Matt Terrell, Certified Business Model Canvas Trainer/Facilitator

NOTE: Once you fill it out, it helps to review and get feedback from the team so everyone is on the same page.

<h1>The Business Model Canvas</h1>		Designed for: Text	Designed by: Text	On: <input type="text"/>	Iteration: <input type="text"/>
<h2>Key Partners</h2> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>Text</p>	<h2>Key Activities</h2> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>Text</p>	<h2>Value Propositions</h2> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>Text</p>	<h2>Customer Relationships</h2> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>Text</p>	<h2>Customer Segments</h2> <p>For whom are we creating value? Who are our most important customers?</p> <p>Text</p>	
<p>TO USE THIS TEMPLATE: Visit and click 'Use this template' https://docs.google.com/a/webboobiz/previewtemplate?id=102mOZQmMxs0CslmNsPZ5KCNQwAlh9rh4baYgT0VWNAA&mode=public</p>		<p>1. You need to get a copy of this template</p> <p>2. Double click on a section, or use the sticky notes.</p> <p>3. Drag a sticky note and hold 'ctrl' when you release to create a new one.</p>			
<h2>Key Resources</h2> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>Text</p>	<h2>Channels</h2> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>Text</p>				
<h2>Cost Structure</h2> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>Text</p>	<h2>Revenue Streams</h2> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>Text</p>				

ORGANIZATION BUSINESS TOOLS

8 TOOLS TO PREPARE YOUR BUSINESS TO SCALE UP

However you want to do it, **get organized.**

From the start you want to keep everything organized and labeled right. It will be a life-saver later when things pick up.

This is emphasized because it's essential for building a strong foundation and successful business.

TOOLS

TO CONSIDER



1. GOOGLE DRIVE

You need a gmail account but this offers endless cloud based organization from any device



EVERNOTE

2. EVERNOTE

Cloud based organization from any device



4. STREAK

Awesome customer relationship management plugin for gmail. It has an app for mobile and is an easy way to keep track of all your leads, discussions, and projects.



hootsuite

3. HOOTSUITE

An industry staple for social media management

BOOMERANG FOR 

5. BOOMERANG

Boomerang is a Gmail plugin that helps efficiently manage your emails. You can schedule when you want to send emails, get reminders for follow ups, and tons more. You can set up your Gmail boomerang plugin so that you receive the same email back to yourself if you haven't heard back from someone in a certain amount of time.

Invoiceable

6. INVOICEABLE

With Invoiceable you can track outstanding payments, follow up on pending payments and of course, automate invoices in seconds (saving you lots of time).



7. WAVE

Wave creates and sends out unlimited number of invoices, it manages your cashflows and automatically does double entry bookkeeping (your accountant will finally love you)



8. SKYPE

A great communication tool that can be used for chatting with your team using instant messaging, audio or video.

If you're working with people internationally, this allows you to talk without fees.

ORGANIZATION BUSINESS TOOLS



9. KASHFLOW

Great for accounting, invoicing and tracking expenses.



10. SLACK

Great for team collaboration!
Organize your team's conversations in channels.



FEEDBACK

WE TRULY HOPE YOU FOUND THIS TO BE HELPFUL.

WE WANT TO COLLABORATE WITH YOU TO MAKE THIS
HANDBOOK THE BEST IT CAN BE.

SO, IF YOU HAVE ANY FEEDBACK YOU WANT TO SHARE,
WE WOULD LOVE TO HEAR IT, THE GOOD AND THE
BAD! THIS IS ESSENTIAL FOR US TO ENSURE YOU AND
OTHERS ARE GETTING WHAT YOU REALLY NEED TO
MOVE YOUR MEANINGFUL BUSINESS FORWARD.

JUST CLICK HERE TO SEND US AN EMAIL AT CHANGECREATOR.FEEDBACK@GMAIL.

STAY IN

TOUCH

We would love to stay connected and continue to hear from you. We are all about ongoing collaboration.

There are a few ways to do this:

- 1.** Check us out on your social network of choice
- 2.** Visit us on our site for updates, blog postings, and new handbooks
- 3.** Join our mailing list. This tends to be the best way for us to stay in communication. We will keep you informed of progress and new developments. Our friends on email will always be the early adopters and first “in-the-know”.



THANKS

FOR YOUR SUPPORT!

ADAM AND THE REST OF THE **CHANGE CREATOR** TEAM.

