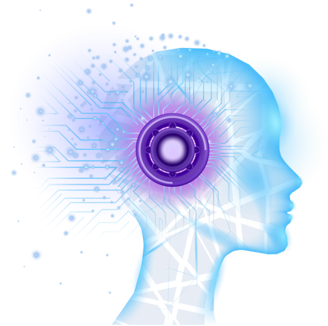
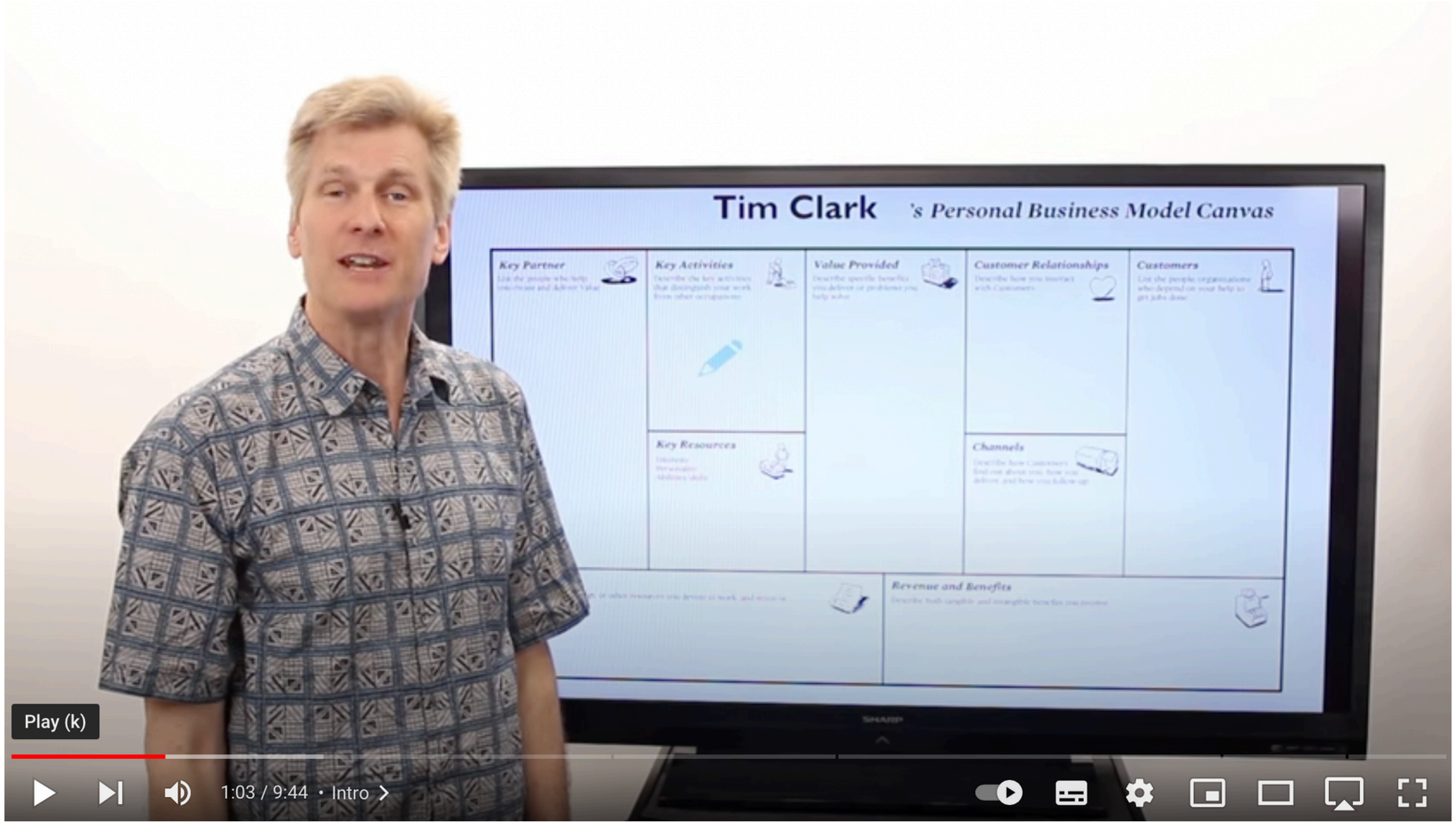


Business Model You

Clear-Life.ai

How to Diagram your Personal Business Model the Quick Way –

Please watch the video



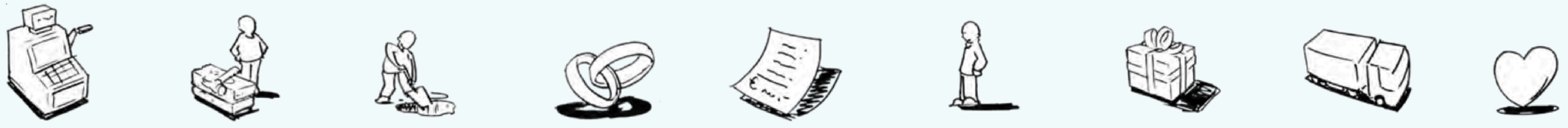
https://www.youtube.com/watch?v=cYG_K4qT3gY

10 mins approx

Holistic Personal Business Model Canvas

The Nine Building Blocks

The logic of how organizations provide Value to Customers



Revenue*
Money comes in when Customers pay for Value Provided.

Key Resources
These are the assets needed to create and/or deliver the previously described elements.

Key Activities
These are the actual tasks and actions required to create and deliver the previously described elements.

Key Partners
Some activities are outsourced, and some resources are acquired outside the organization.

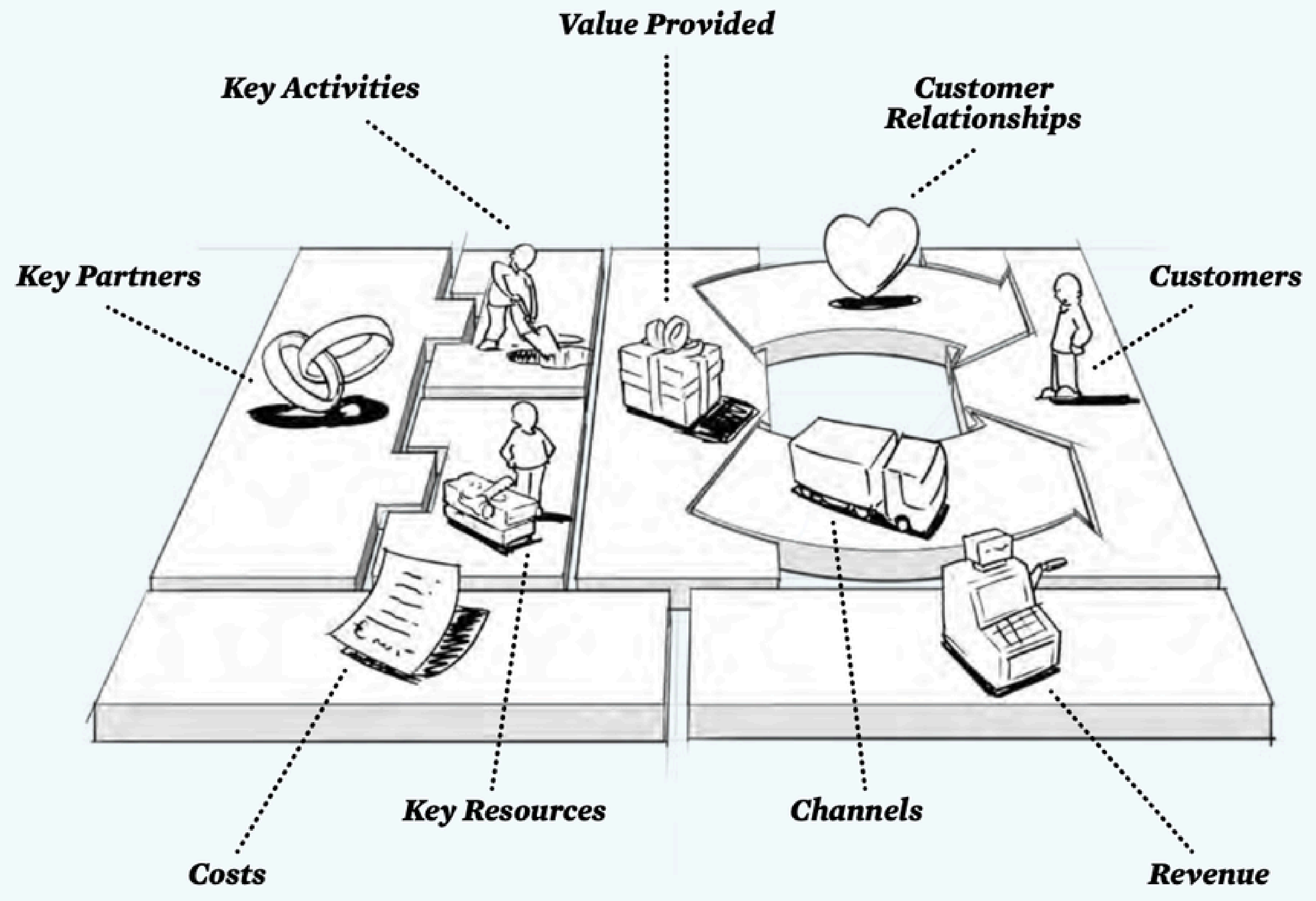
Costs
These are expenses incurred acquiring Key Resources, performing Key Activities, and working with Key Partners.

Customers*
An organization serves Customers...

Value Provided*
...by solving Customer problems or satisfying Customer needs.

Channels
Organizations communicate and deliver Value in different ways...

Customer Relationships
...and establish and maintain different kinds of relationships with Customers.



Holistic Personal Business Model Canvas

Now, let's focus on the most important business model of all: business model you.

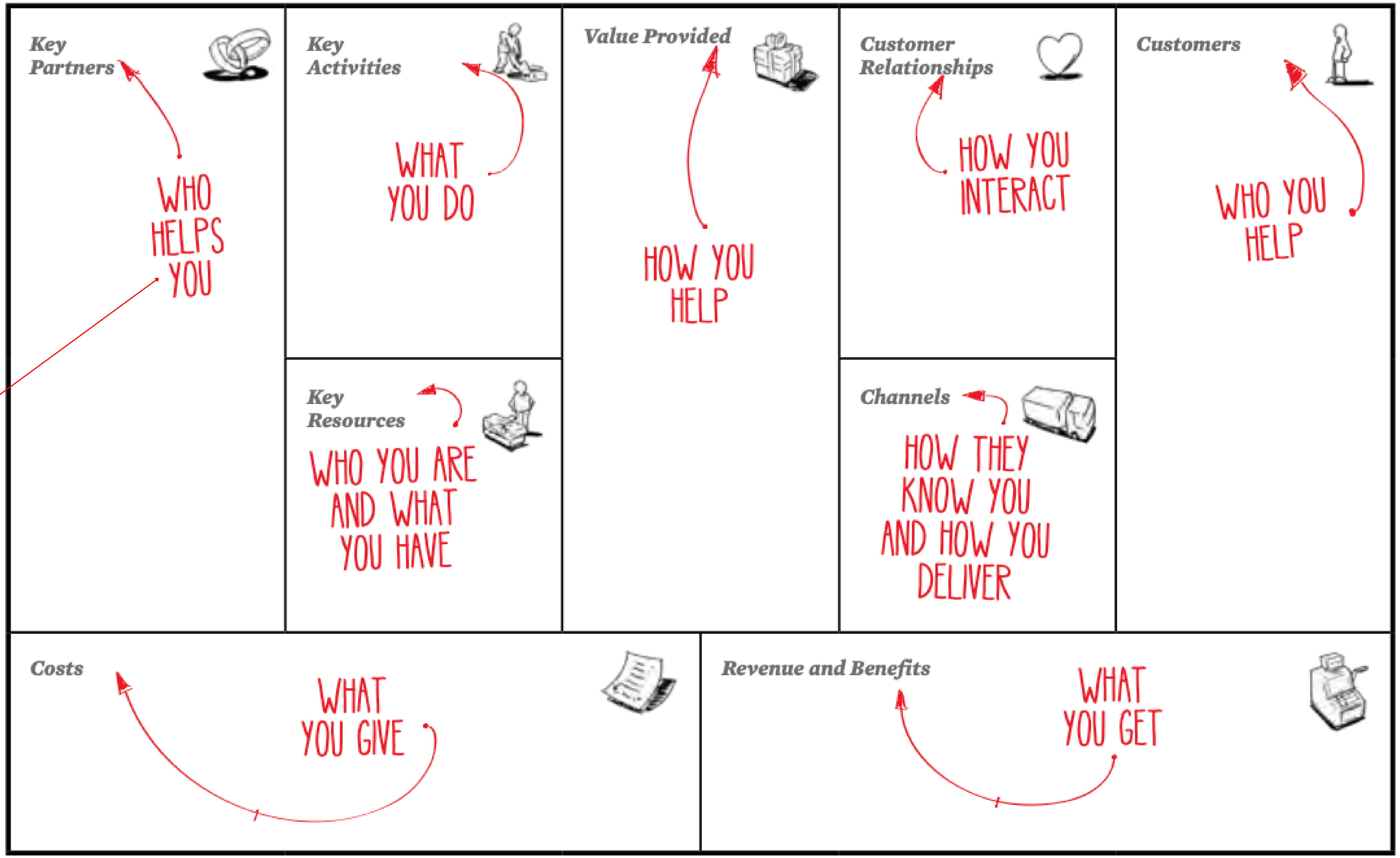
The Canvas works for describing personal business models just as it does for describing organizational business models. Note a couple of differences between the two, though:

- In a personal business model, the Key Resource is you: your interests, skills and abilities, personality, and the assets you own or control. In organizations, Key Resources often include a broader range of resources, such as other people.
- A personal business model takes into account unquantifiable "soft" Costs (such as stress) and "soft" Benefits (such as satisfaction). The organizational business model generally considers only monetary Costs and Benefits.

When drawing a personal business model, you may find these alternate building block descriptions helpful: These are in red

PERSONAL

The Business Model Canvas



Your First Personal Business Model: Drafting time!

Grab paper, pencil, and sticky notes; this chapter is where your personal business model begins to take shape. A few things to keep in mind: While drafting your first personal business model, limit yourself to the professional work you do to earn a living.

Painting a clear, accurate picture of your professional activities lays the foundation for later addressing "soft" career elements such as satisfaction, stress, recognition, time demands, social contribution, etc.

To download a PDF of the personal Business Model Canvas, visit **BusinessModelYou.com**.