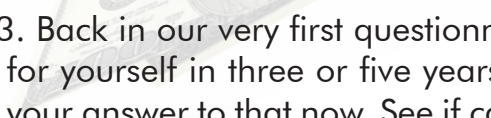


Chapter 2 Worksheet: Your Business Model

1. Now that you are thinking about various business models, take a moment and describe what you believe your current business model has been up until now? Who are you performing for, and how are you getting paid?

2. Think for a moment about how you answered questions earlier in the book about what kind of audiences you want to perform for, and what your mission is. Then take a few moments and write out at least two different possible business models you can use to turn the products you'll create, the mission you want to serve, into reliable streams of income. Again: who will use your product, and how will you get paid for providing it?



3. Back in our very first questionnaire, I asked you to imagine the life you want to create for yourself in three or five years' time. You might want to go back and have a look at your answer to that now. See if can re-state that answer now as a list of specific goals. For

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example, “I want to give keynotes at a dozen major conferences each year,” or “I want to earn at least \$120,000 from speaking engagements each year.” Write out your own list below. You might want a separate sheet of paper for this one.



4. Now, for each of the goals you’ve listed above, consider what your milestones might be on the way to reaching that goal. For example, for the \$120,000 per year earnings goal, you might want to break that down into:

- 6 months from now, I need to be doing 4 talks a month at \$1,250 each, which translates to \$5,000 per month, or \$60,000 per year.
- In 1 year, I want to increase to 5 talks per month and raise the price to \$1,500, which translates to \$7,500 per month and \$90,000 per year.

You get the idea, I hope... Now it’s your turn: