

The Business Model Navigator

What is your biggest strength?

- A. People and Project Manager
- B. Teacher and Coach
- C. Marketer and Salesperson

Which of the following would best represent your company's Google search engine rankings?

- A. We're on page 2 in a Google search
- B. We're on page 1 in a Google search
- C. We're in the top 3 spots in a Google search

What does your niche want to buy from you the most?

- A. Typical Done For You Agency Services
- B. Coaching, Workshops, Masterminds, or Membership Sites
- C. Courses, Books, or a Seat at one of your keynotes

What is the size of your email list?

- A. 0-499 people
- B. 500-1499 people
- C. 1499+ people

What's your ideal team size in the next year?

- A. Large (10+ employees or contractors)
- B. Medium (4-10 employees or contractors)
- C. Small (0-3 employees or contractors)

What best describes your typical client's budget per month?

- A. \$4,000+ per month
- B. \$500-\$3,999 per month
- C. \$10-\$499

How would you best describe the size of your social networks?

- A. Small
- B. Medium
- C. Large

What are you most passionate about offering in the next year?

- A. Agency Services
- B. Coaching, Workshops, Masterminds, or Membership Sites
- C. Courses, Books, or Paid Speaking Gigs

How would you best describe the number of and strength of your Promotional Partners (aka people who can sell your stuff on your behalf or send you really good referrals)?

- A. I've got a few, local influencers in my network
- B. I've got a decent amount of regional-level influencers in my network
- C. I've got some industry-leading influencers in my network

How effective has your paid advertising been for growing your business?

- A. Not Very Effective
- B. Somewhat Effective
- C. Very Effective

What would best describe your take home pay per month, after expenses?

- A. \$0-\$4,999 per month
- B. \$5,000-\$8,999 per month
- C. \$9,000+ per month

NEXT: Total Up all the answers...

- _____ A answers
- _____ B answers
- _____ C answers

If A was your highest, I recommend you focus on growing your "Agency" package (aka Done For You).

If B was your highest, I recommend you focus on growing your "Advisor" package (aka Done With You).

If C was your highest, I recommend you focus on growing your "Expert" package (aka Do It Yourself).

Have a tie or it's too close to call? Pick the one you would love to create the most!