



BUSINESS MODEL CANVAS My Private Practice

Nine building blocks for business model canvas (BMC):

- 1. *The customer segments***, who is the target audience? Who are you creating value for? What products and services am I offering to each client? What does my ideal client think and feel about my service? Who is your paying customer? I exist to serve them, clients don't exist to find me.
- 2. *The value proposition***, what is it that I have to offer? What will I present to people that they will find value in? And be willing to buy the service? What customer pain points am I addressing? What need do I satisfy? Why will clients buy/come to me?(ie: convenience, cost reduction, customized services, etc)
- 3. *The channel***, communication and outreach. What type of promotion and advertisement will be used to get the message out? Second part: how will I deliver? How will I get my product/service to them? (website? marketer? google ads?)
- 4. *The customer relationship***, how do I intend to build my relationship with my clients? Warm and friendly? Transactional, self-services, automated, co-creation in nature? How do I get, keep and grow clients? (ie: excellent customer service; grow your email list)
- 5. *The revenue streams***, How will I make money? How will I get paid? How would the client prefer to pay? How will you create your price structure? (ie: free consultation then for pay sessions)

BACKSTAGE INFRASTRUCTURE- create, deliver and capture value

- 6. *The key resources***, What assets, tools, resources, equipment will I need to actually be able to deliver my service? What are key resources to deliver? Physical property, intellectual (brands, specialist certifications), financial resources.
- 7. *Key activities***, core competency. What are the most important strategic things to make the BMC work? *What is it that I do better than anybody?*
- 8. *Key partnerships***, I can't do everything by myself. Who can help me leverage the business model? Will I have key resources a partner could help perform? Who will these people be and where do I find them?



9. *Cost structure*, what will I do to ensure a revenue stream is more than outgoing cost? What is most expensive?