

Week 3

Leveraged Business Models

Type of business	How does it work?	Examples and additional notes
Online digital product	Customers pay a one-off fee to download lessons or product online, with no advise (personalised or group) provided. Usually used for ebooks, video courses.	The lowest perceived value of all of the business models as customers do not get any personal time from you. EG: A book you purchase on kindle
Membership site	Customers pay a monthly fee and get access to content (usually new content is added each month)	This type of program usually does not include a lot of personal advise. It's more about having new and up to date content available for the customer. EG: Netflix & Spotify
Online weekly course	Customers pay a one off fee, to complete a course which is released to them each week (drip-feed) with a clear outcome at the end of the course	8-week course, which has a module released at the beginning of the week, then a group call at the end of the week (to troubleshoot problems & hold students accountable) This has a higher perceived value as it has a component of personal help. EG: Doctors Collective
Mastermind	Customers pay an annual subscription fee (can be paid up front or monthly) and are provided with monthly/quarterly content.	Content can be delivered in person or online. Usually has a level of one-on-one or group support. This model provides a regular stream of predictable reoccurring income and a way to make a big impact on clients as you have additional time to work on their problems.



Retreat	Customers come away from a 'holiday' whilst you help them solve their problem. It is usually a one-off payment for a week (or any length of time).	Content is delivered live in person at the event. There may be follow up afterwards to help solidify learnings and implement. EG: Humanitarian Doctors Foundation / Keto retreat
Mixture of some/all of above	It is easy to mix-and-match	EG: PassGAMSAT and 10 minute power calls

