

Trent Hills Chamber of Commerce

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Business Design that works for you



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BUSINESS COACHING



# Top 8 Pain Points

01 Marketing & Self-Promotion

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02 Isolation & Loneliness  
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03 Difficulty Delegating

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04 Inconsistent Income

05 Time Management

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06 Scaling Challenges

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07 Client Management

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08 Overwork & Burnout

# The Opportunity – Design Your Business



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## Problem

You can relate to and feel the pain of many to the top 8 challenges.

## Solution

DESIGN your business

## Strategy

Value Proposition Design framework to help Focus... Understand my Ideal Client... and Deliver (Product and/or Service)

## Risks

Discipline required to stay focused and say no to what you are not

## Rewards

Enjoy the power of focus on delivering value to your ideal client at a price that matches the value you deliver.

# Value Proposition Canvas

## A Framework to designing your business sweet spot

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### The Value Proposition Canvas

Designed for: \_\_\_\_\_ Designed by: \_\_\_\_\_

On: \_\_\_\_\_

Iteration: \_\_\_\_\_

**Products & Services**

Use all the products and services you have to create a value proposition that resonates. When products and services do you offer that help your customer get after a functional, social, or emotional job done, or help them avoid "bad" stuff? Which existing products and services help your customer avoid "bad" stuff? Do you? Do products and services that help customer avoid "bad" stuff, they can't deliver a job of products or services...? Do they? Do products and services that help customer avoid "bad" stuff, they can't deliver a job of products or services...? Do they? Do products and services that help customer avoid "bad" stuff, they can't deliver a job of products or services...? Do they?

**Gain Creators**

Describe the new products and services you create. How do they create benefits for your customer segment, and how do you intend to separate the benefits from your competitors, suppliers, and other "competitors"?

**Pain Relievers**

Describe the new products and services you create. How do they address or reduce negative emotions, undesirable conditions, and risks that your customer experiences or could experience, during and after getting the job done?

**Gains**

Describe the benefits your customer expects, desires or wants. What are they? How do they benefit your customer segment, and how do you intend to separate the benefits from your competitors, suppliers, and other "competitors"?

**Pains**

Describe the negative emotions, undesirable conditions, and risks that your customer experiences or could experience, during and after getting the job done.

**Customer Job(s)**

Describe what a specific customer segment is trying to get done, including the skills they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy.

**Value Proposition**

Customer for each Customer Segment in your Business Model

**Customer Segment**

Use in conjunction with the Business Model Canvas

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# Webinar Participant – Resource Page



- Free 30-minute consultation
- Value Proposition Canvas
  - Your Design
- YouTube Resources
  - Value Proposition Canvas
  - Business Model Canvas