

# THE ULTIMATE GUIDE TO THE ONLINE BUSINESS MODEL THAT'S RIGHT FOR YOU!



# BUSINESS MODEL CHEAT SHEET

## ONLINE BUSINESS MODELS



**1-1 COACHING, CONSULTING, SERVICES:** Expand your reach and establish your coaching internationally by delivering high level services to individuals online. Meet via video, phone or another digital connection. Offer high level client care, awesome (over the top) services and have a roll of faithful clients who love you, refer others and come back often! Virtual coaching allows clients to work for a convenient location, save time and work with their life.

**LIFESTYLE:** Virtual coaching is the ideal business model for new online entrepreneurs. By providing services 1-1 well, you can scale into Virtual Group Business Models faster. I recommend you schedule 1-2 days per week when you schedule your virtual coaching clients so that you have time freedom to build other parts of your company, be with your family and offer other types of offers. This is the first step in online business life and will give you an addicting taste of Lifestyle Entrepreneurship that will make you wanting more.

AFTER INITIAL LAUNCH,  
SCALING YOUR BUSINESS  
MODEL IS THE KEY TO  
BUILDING A MATURE  
BUSINESS YOU'LL LOVE.



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**DIGITAL PRODUCTS:** Great options to grow your client list through automatic downloads to amazing tools and open the doors for time freedom. Products can be .pdfs, apps, ebooks, videos, audio files, etc. Some Digital Products can also be offered as a Physical Product upgrade. An example is a Digital Workbook that you also offer in a printed edition on demand for an extra fee. Digital Products can be a good entry point to offer and test your online market and are an ideal way to increase revenue streams for established online entrepreneurs.

**LIFESTYLE:** Digital Products are a great way to increase revenue and decrease time. Though they take some time to build in the beginning, they provide ongoing revenue for years to come and are considered "Passive Income".



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**EVERGREEN ONLINE COURSES:** When you've mastered your 1-1 services (online or in person) and you're ready to scale your reach, online courses are a great option and a +billion dollar industry. Evergreen Online Courses are prerecorded and offered for anyone to join any time. Clients have access to your information 24/7 at their pace and enjoy the flexibility this gives them. "Evergreen" refers to the fact that the content is all prerecorded and it can be accessed forever (like an evergreen tree).

**LIFESTYLE:** Evergreen Courses are a great way to deliver a lot of information without having to be physically present. You will prerecord all of your content and upload it to a website platform designed for online courses. Content usually consists of videos, audios and digital files.

**Warning:** Clients who only have access to your Evergreen Course and no personal coaching, support, accountability or troubleshooting will have more difficulty getting results. You may consider adding an online community aspect to your course? However, doing so will affect your time and require you to be continually present, and cheering on your clients. This can be time consuming and cause problems for Lifestyle Entrepreneurs. An alternate option can be to offer 1-1 Coaching to Clients in addition to your Evergreen Course. This helps to increase student success but decreases time. Both personal options would be at an additional cost.

**Options:** You can choose to allow people to join any time, or open and close your Evergreen Course. Both options require separate marketing tactics that will affect your life and time and both hold pros and cons.



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**LIVE ONLINE COURSES:** These programs deliver high level live coaching to a group of people across the world. People love this interaction with you, getting their questions answered and being part of a current movement of students learning your material. Live courses are commonly delivered via webinar, livestream or other live video connection. Most live courses have clear start and finish time lines and students receive a schedule of events to follow. Just like Evergreen, Live Courses are best to be offered when you've mastered your 1-1 services (online or in person) and you're ready to scale your reach.

**LIFESTYLE:** Live Courses are a lot of fun. If you like to interact with your tribe and want to connect on a more personal level, live courses are a great way to impact a lot of people in a short time without being physically present. Add value by delivering digital downloads, worksheets, homework, challenges or audio files to help people get results. Plan your Live Course Open at a time that aligns with your life, travel, kids, activities and other programs as it will likely consume most of your attention for the duration of the course. Entrepreneurs offering Live Courses must be okay with receiving revenue only during launch periods and not other times of year.

**Warning:** Live Courses take strategy, planning and marketing! Your work time for this type of offer begins months prior to the opening of your course and could include a ramping up period, publicity, affiliates, ads, funnels, coaching to help you to strategize your launch, a team for implementation and more. Though these launches seem easy on the outside, they are a lot of work months prior.



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**MEMBERSHIP SITES:** Membership sites are a great way to deliver content, coaching and support, while having ongoing monthly revenue. Membership sites commonly deliver similar content to Evergreen and Live Courses, but on a drip schedule that enables students to get consistent information and not feel rushed to master it all at once. Memberships provide your audience to get success one step at a time and receive the benefits of new information delivered each month (depending on your schedule) and stay engaged. Most membership sites have a community aspect where your members can connect with and support each other. Membership sites are great to consider for established entrepreneurs who's audience have an ongoing need or desire for ongoing support to master their chosen topic or skill.

**LIFESTYLE:** A well crafted Membership Site can provide ideal lifestyle freedom with consistent ongoing income. Being mindful of how often you will need to add new content and show up Live to connect with your tribe, will help you look at your lifestyle and plan your Membership accordingly. Ex: I travel 3 months yearly with my kids and have a successful membership program for new lifestyle entrepreneurs called "Committed". I plan my live coaching and private support times well in advance and around all flights and activities. This also inspires my clients to see the possibilities and learn from example.

**Warning:** Be committed long term and have a good deal of content that your audience wants before choosing a Membership Business Model.



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**MASTERMINDS:** The purpose of a Mastermind is to gather a group of people to contribute to the greater advancement of all. Masterminds need a leader but the collective members provide the greatest value.

Masterminds are popular and entrepreneurs will pay top dollar to be part of these small and powerful business growth strategy communities. To offer a Mastermind you should ideally be an expert in your space, and a leader in your niche. Most Masterminds have a 12 month commitment. Some meet in person, some virtually and others with a combination of virtual meetings and retreats.

**LIFESTYLE:** Hosting a high-end Mastermind could be an excellent option if you're ready to move into more of a leadership role for your audience. Your life will be affected similarly to a Membership Site, meaning you'll be required to deliver ongoing meetings on a schedule.



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**BLOG/VLOG:** Contributing compelling content through a blog or vlog is a good way to introduce your message and what your company stands for to the world. Blogs/Vlogs allow you to share more information in a consumable way that most audiences love and by doing so, you're delivering Evergreen content that can get great search engine results and you can point people to for years to come.

**LIFESTYLE:** Blogs/Vlogs take longer to make money. You'll need to grow an following, and have a heavy social media presence. These things take time so be prepared. You can monetize your site by selling ads, using affiliate links, and selling spots for others to guest post. You can also create content that promotes brands to get on their radar. Ex: We have a family vlog called "Burn The Picket Fence" and we'll tag the products we're using in our show notes. Brands are always looking for ambassadors and if they notice your blog is reaching the same people that they want to reach, they'll start to pay you or send you free products to show. Note: The number of visitors that come to your blog/vlog site will determine how much money you can make.



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**PODCASTING:** Podcasting is a great way to share your message for established entrepreneurs with an existing list. A podcast can also help grow your list if you have a good funnel and make connections with you to other influencers. While most podcasts are free, some are paid! You can consider delivering a complete coaching program through a Podcast and charge people to access it.

**LIFESTYLE:** After hosting an iTunes top podcast for over 2 years, I can honestly say they are a lot of work and will affect your life. To control my time I plan ahead and batch record my shows. If you're considering to launch a free podcast, plan 12 months of content before you launch your show and record 8 shows in advance. I also highly recommend having a podcast producer and guest relations person to make sure you're delivering the highest caliber show possible.



# BUSINESS MODEL CHEAT SHEET

## IN PERSON BUSINESS MODELS



### 1-1 COACHING, CONSULTING, SERVICES:

Offer high level client care, awesome (over the top) services and have a roll of faithful clients who love you, refer others and come back often! In person services are hard to come by and you can charge a higher rate for this kind of attention and care.

**LIFESTYLE:** This business model is very fulfilling if you like to be in one place, be part of a small business community, and love to build rich relationships.

**GROUP COACHING, CLASSES, CONSULTING, SERVICES, EVENTS:** Similar to 1-1 Services but consolidate the time you spend with clients to coach groups daily, weekly, monthly or quarterly. Build close relationships with clients and help them to create a community amongst themselves.

**LIFESTYLE:** This is a great way to start duplicating yourself. Reach more clients faster, create communities among your followers and free your time while still having the depth and richness of a local practice. With the rise in online communities and lack of connection, people are craving personal relationships and deeper connections. Those who seek this, will pay for it.



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**RETREATS, EVENTS:** Create a one of a kind transformational experience for your clients. These models are just as much about the environment as the skills they learn. Events take planning and are best for entrepreneurs with an established following, unless the event marketed locally.

**LIFESTYLE:** Events and Retreats take planning. They provide sporadic income. They are ideal for business owners who want to go deeper with their audience and develop a community and personal connection while giving results. Events and Retreats work well for entrepreneurs love to work hands on and include public speaking. Events can be large or small... from big weekend getaways to local meetups.



# ENTREPRENEURSHIP BY DESIGN™



Your business is going to change, just as you change. By fully considering your long term business model revisiting and revising as needed (as your life changes), and taking control of your circumstances by pre-planning and building services that can scale... You'll always have a business that's built around your life... not your life around your business.

If you're building a business with the intention of time freedom, geographic freedom, and freedom to scale your services in ways that make you happy... here are some important questions to ask yourself:

## NEXT STEPS

My Podcast and Business Coaching Programs will give you proven, solid steps to take you from where you are now to the life and business you want. I help entrepreneurs blend the right combination of business models and turn their ideas and expertise into profitable offers and programs.

[www.AprilBeach.com](http://www.AprilBeach.com)

These will be the most important plans you ever make. These things take time... Perseverance is required to reach your goal but clarity in planning will assure you get there.

Note: There are additional business models to those listed in this guide. However, these are the most common that entrepreneurs seek to build. Others could include virtual summits, speaking, writing, social entrepreneurship programs, and more.

# BUSINESS MODEL CHOICES PERSONAL WORKSHEET

ANSWER THESE QUESTIONS AS IF IT WERE 5 YEARS FROM NOW. IMAGINE YOURSELF THERE...

IF YOU'RE BUILDING A BUSINESS WITH THE INTENTION OF TIME FREEDOM, GEOGRAPHIC FREEDOM, AND FREEDOM TO SCALE YOUR SERVICES IN WAYS THAT MAKE YOU HAPPY... HERE ARE SOME IMPORTANT QUESTIONS TO ASK YOURSELF:

**How many hours per week do I like to work (5 years from now)?**

**How do I really love to serve my clients?**

IN PERSON | GROUP COACHING | VIRTUAL COACHING | DIGITAL PRODUCTS | ONLINE PROGRAMS |  
ONSITE CLASSES | SPEAKING | WRITING A BOOK | RETREATS | EVENTS | ETC...

**Do I have others working for me, or a thriving solo gig?**

**Do I move/travel or do I love my town to death?**

**Do I work from home? What does my office look like?**

**What am I really good at?**

**What does my ideal client need from me?**

**How much money do I make?**