



Business Model Worksheet

DESIGN A PLAN THAT
WORKS FOR YOU!

Creative Freedom

BUSINESS MODEL



YOU

COMPANY NAME, CORE BELIEFS, VALUES

Ark Entertainment Media is a company that values creativity, courage, and commitment to your dreams. We believe that everyone should be able to make a great living doing what they love and that it's possible to do so if you're willing to do the work and show up as yourself, warts, sparkles, and all.



WHY

YOUR ESSENTIAL WHY



WHO

THE AUDIENCE YOU ARE HERE TO SERVE, THEIR NEEDS, BEHAVIORS, AND DESIRES

We serve creative entrepreneurs who are in growth mode in their business. Whether they are just getting started with turning their Great Work into a career or they've been in business for years, our goal is to help them have the courage to focus on what really matters to them and build a business that helps them achieve their dreams.



WHAT

WHAT YOU'RE OFFERING AND WHAT THEY'RE GIVING IN RETURN

Basic training:
\$0 (attention, trust, referrals)

Foundational training:
\$0 - \$50/mo

Planning \$100-800

Coaching \$300+

Biz Support \$200+/mo



HOW

YOUR PLATFORMS AND DELIVERY SYSTEMS

Show (blog, podcast, YouTube)

Rising Tide Library (Website)

Apprentice Membership

Webinars, freebies, books

A-Club (FB, Zoom, G-Drive)

One-on-One (Zoom, G-Drive)

Accelerator/A-Club (Zoom, G-Drive)

Incubator (Zoom, G-Drive)

Incubator (Team, one-on-one)



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