

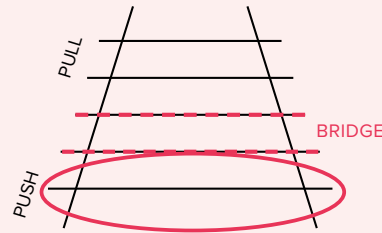
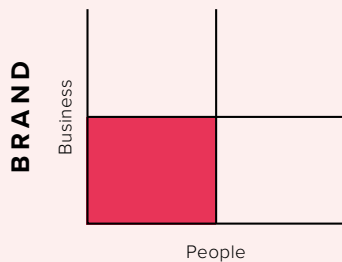


COMMON BUSINESS MODEL: **PUSH**

READ IN THE ORDER OF NUMBERS TO COMPREHEND THESE DIAGRAMS.

3

Your brand is product-based i.e. industry box limiting scalability

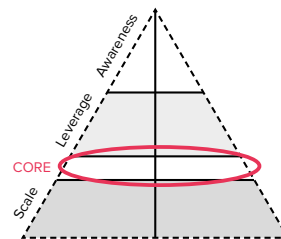
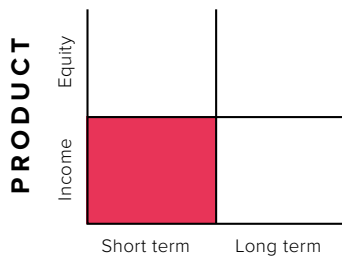


1

If you lead with your product/ benefits = push

4

This keeps you anxious in the short-term income box

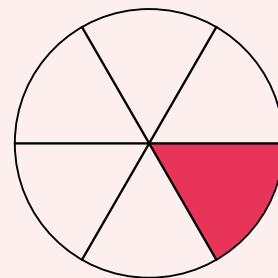
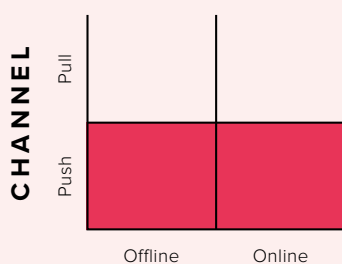


5

Unable to lead with Awareness and Leverage Products

2

This restricts you to pushing On + Off-line. Sales teams + advertising

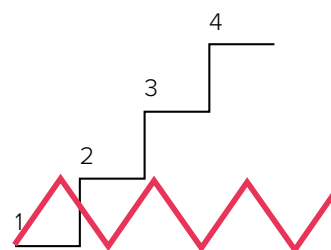
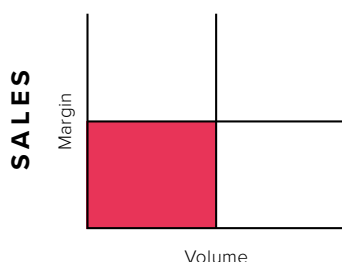


6

Limits you to 1-2 channels to market

8

Restricting the business model to lifestyle. Unable to turn up the volume



7

The output is SPIKES/ DIPS in revenue/ activity