



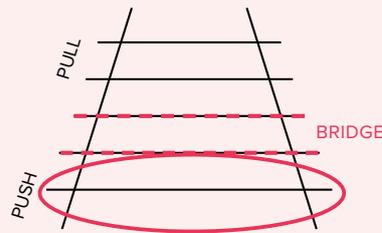
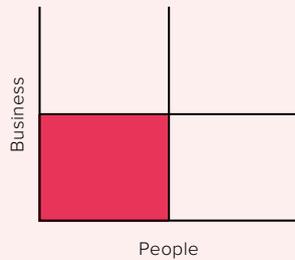
# COMMON BUSINESS MODEL: **PUSH**

READ IN THE ORDER OF NUMBERS TO COMPREHEND THESE DIAGRAMS.

**3**

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

**BRAND**



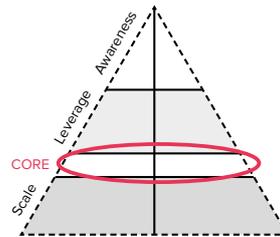
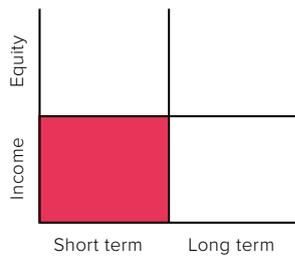
**1**

If you lead with your product/benefits = push

**4**

This keeps you anxious in the short-term income box

**PRODUCT**



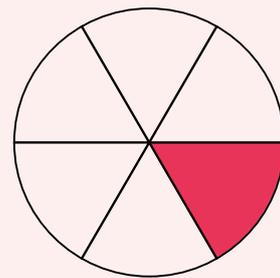
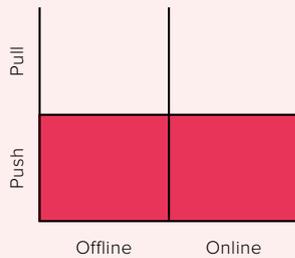
**5**

Unable to lead with Awareness and Leverage Products

**2**

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

**CHANNEL**



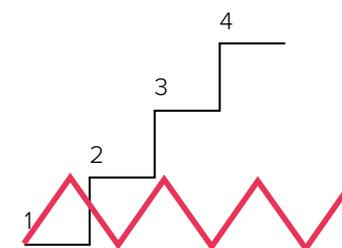
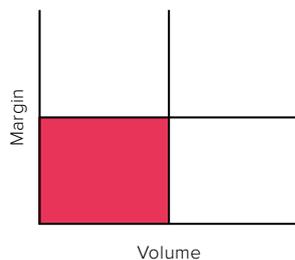
**6**

Limits you to 1-2 channels to market

**8**

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

**SALES**



**7**

The output is SPIKES/DIPS in revenue/activity