

NORTON BUSINESS MODEL OPTIMIZATION

CUSTOMER (Purpose)

Profile: Who is your ideal customer?

Targeting: Where does your ideal customer hang out?

Marketing: How do you reach your ideal customer?

VALUE (Attraction)

Value Proposition: What's your big promise to the customer?

Positioning: How do you differentiate from competitors?

Distribution Channels: How do you deliver on your promise?

PROFIT (Gain)

Pricing: What's your pricing strategy to maximize profitability?

Revenue Streams: What methods will be used to generate revenue?

Contribution Margin: How much money do you need to make per unit?
(Contribution Margin = Price per unit - Variable cost per unit)

