

Revenue Flywheel™



In the Revenue Flywheel™, successfully understanding each part of your business drives momentum to more and better insights. Fill out each block, paying special attention to the highlighted blocks. You can type directly into the PDF. Then schedule your free Revenue Flywheel™ consultation and we'll help you complete it with a better understanding of your product, your market, and how to build momentum for your success.

SCHEDULE YOUR REVIEW



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| <p>Problem</p> <p>Top 3 problems you solve</p> | <p>Solution</p> <p>Top 3 features of your product/service</p> | <p>Unique Value Proposition</p> <p>Single, clear, compelling message that states why you are different and worth buying</p> | <p>Unfair Advantage</p> <p>Can't be easily copied or bought by competitors</p> | <p>Customer Segments</p> <p>Your target customers</p> |
| | <p>Key Metrics</p> <p>Key activities you measure</p> | | <p>Channels</p> <p>Ways you reach customers</p> | |
| <p>Cost Structure</p> <p>Customer Acquisition Costs Distribution costs Hosting People, etc.</p> | | | <p>Revenue Streams</p> <p>Revenue Model Life Time Value Revenue Gross Margin</p> | |

PRODUCT

MARKET