Additional Research Resources (Title is hyperlink)

1. [Applying The Business Model Canvas](https://www.stevebizacademy.com/courses/applying-the-business-model-canvas-2/)

2. [Applying the Blue Ocean Strategy to the Business Model Canvas](https://stevebizblog.com/applying-the-blue-ocean-strategy-to-the-business-model-canvas/)

3. [How to Validate a Business Idea Before You Start](https://stevebizblog.com/how-to-validate-a-business-idea-before-you-start/)

4. [How to Improve Your Odds of Success by Conducting a PESTEL Analysis](https://stevebizblog.com/how-to-improve-your-odds-of-success-by-conducting-a-pestel-analysis/)

5. [How to Improve Profit Margins with Porter’s Five Forces](https://stevebizblog.com/how-to-improve-profit-margins-with-porters-five-competitive-forces/)

6. [Powerful Free Tool to Benchmark Your Business And Make More Money](https://stevebizblog.com/free-sba-tool-to-see-how-your-business-stacks-up-2/)

7. [Market Research Using DemographicsNow](https://stevebizblog.com/video-market-research-using-demographicsnow/)

8. [Data Axle (Formerly ReferenceUSA) LifeStyle Database Tutorial](https://stevebizblog.com/video-referenceusa-lifestyle-database-tutorial/)

9. [Tutorial on how to use the Reference USA Business Database](https://www.youtube.com/watch?v=W9ZGj1MdqD4)

10. Chat GPT Prompt format used in teaching (Replace text inside brackets [ ] with your own text. These are considered variables):

You are a business strategist and entrepreneur coach specializing in the Business Model Generation Canvas. I am launching a new business focused on [Insert business focus]. However, I feel overwhelmed by the many tasks involved—defining my target audience, and creating my value proposition. I need a clear, precise target audience for this business:​

​

Here’s what I currently know about my business idea:​

• Business Name (if decided): [BUSINESS NAME]​

• Main Services Offered: [E.G., SUSTAINABLE GRAPHIC DESIGN AND WEN HOSTING SERVICES, BUSINESS STRATEGY, ETC]​

• Target Audience: [E.G., SMALL BUSINESS OWNERS, CONTENT CREATORS, COACHES, SPECIFIC INDUSTRIES]​

• Current Skills & Resources: [E.G., PHOTOGRAPHY EXPERIENCE, AI TOOLS, EXISTING SOCIAL MEDIA PRESENCE]​

• Challenges/Concerns: [E.G., GETTING FIRST CLIENTS, PRICING STRATEGY, TIME MANAGEMENT]​

​

Ask any clarifying questions you need to formulate the ideal client.​

11. ChatGPT prompt to expand the details even further of the ideal client/personas:

Define and expand further our ideal client with more details

12. ChatGPT prompt to complete the value proposition based on ideal clients/personas:

Based on this data, and based on what the ideal client needs, create a value proposition that supports our ideal client, using this format:

We Provide <Product or Service> To <Target Customer Segment.>

Unlike <Next Best Competitor,>

We Offer <Measurable Differentiation/Benefits/Experiences,>

At <Cost or Price.>

If anything is unclear or you need additional details to improve your response, please ask me for clarification to help formulate the value proposition