

**WORKSHEET**  
**CHAPTER 3: THE BUSINESS MODEL**

Q1. What is the most profitable business model I'll be focusing on?

- a) Setting up a physical store to spend the rest of my life chained to it, overworked and stressed out.
- b) Helping people fix their issues by selling valuable products and services (either your own or *other people's*) to them.
- c) Selling physical products in an e-commerce store for a tiny profit margin and to have hassles with inventory, shipping and people copying me.

Q2. What are the options for selling digital products and services?

- a) Creating my own.
- b) Selling other people's.
- c) Both of the above – it's up to me!

Q3. Thinking positively, what am I excited about at this point? What am I looking forward to achieve?

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