



**BOOMERWORKS**  
INSPIRING SELF-EMPLOYMENT

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# Refining Your Business Concept!

Expanding on boxes 2-5 from  
**Lean Business Plan Template**  
[boomerworks.org/business-plan-template](https://boomerworks.org/business-plan-template)



# Ready to Refine Your Big Idea?



**Your  
Professional  
Superpowers**



**Your  
Customer's  
Urgent Problem**

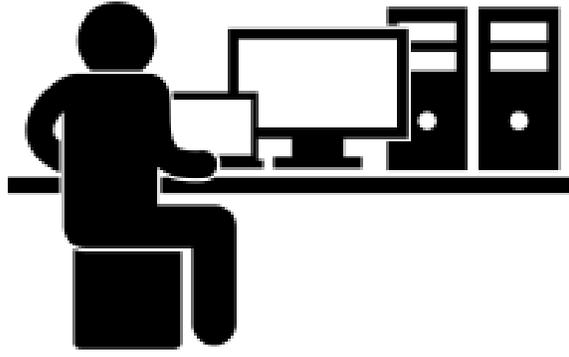


**Your Lucrative  
Business**



["Shift Your Mindset" video  
boomerworks.org/intro-to-  
self-employment](https://boomerworks.org/intro-to-self-employment)

# Your Superpowers



Software Engineering



Cooking



Copywriting



Accounting



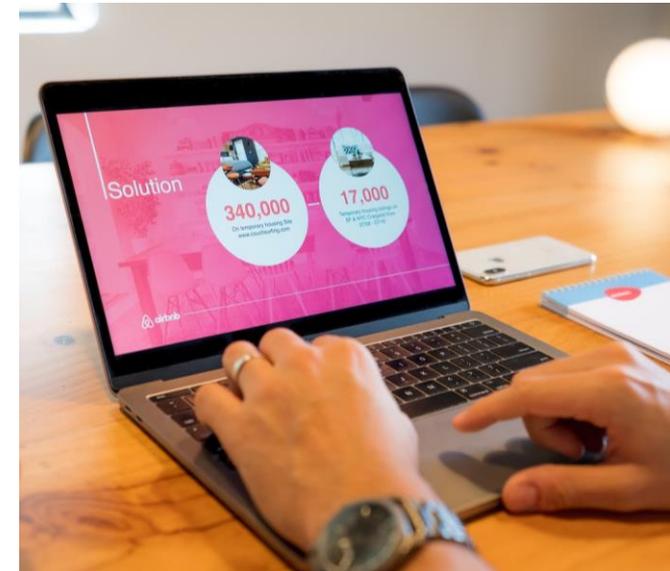
Project Management



WHO wants to pay you to solve their urgent problem?



WHAT product or service can you offer as a solution?

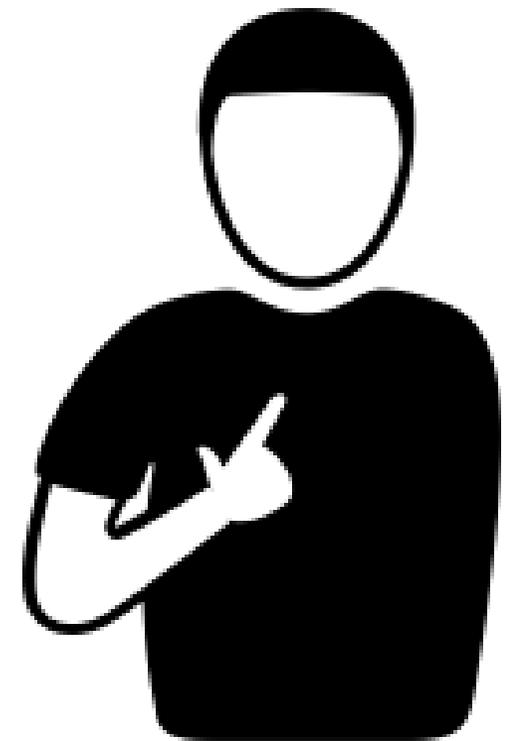


HOW do you want to deliver that product or service?

# How to Identify Your Target Customer



**Niche Customer  
Focus**



**Unique  
Solution**

**FIVE GUYS**

**L.L.Bean**



**BW**

**Don't try to  
be all things  
to all  
customers!**

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# Define your target customer



**B2B**

**(Business to Business)**



**B2C**

**(Business to Consumer)**



**B2G**

**(Business to Government)**

# B2B (Business to Business)

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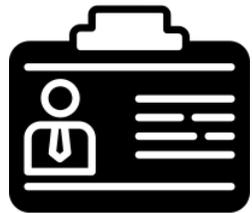
# Refining Your B2B Customer



**For Profit or Nonprofit?**



**Staff Size?**



**Which Sector?**

Environmental, Real Estate,  
Health Care, etc.



**Type of Department?**

Sales, Finance, Marketing, etc.



**Revenue Size?**

Small, Mid-Sized, Large



**Type of Executive?**

CFO, HR, Chief Taste Tester at  
a Chocolate Manufacturer 😊

# What's Their Urgent Problem?



**Environmental nonprofits who need help raising funds from high net worth donors**

**Large property management firms who need help attracting new tenants**



**Sales executives in technology firms who need help with underperforming sales teams**

# B2C (Business to Consumer)

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# Refining Your B2C Customer



## Focus on a Population

- Gender
- Age
- Education
- Ethnicity
- Socioeconomic status
- Profession
- Geography
- Personal Interests



## Identify a Problem

- African American men over 50 who want to refine their executive leadership skills
- Recent college graduates on a budget who want to healthier food
- Affluent retirees who live in Europe and want curated travel experiences



# B2G (Business to Government)

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# Refining Your B2G Customer



## Focus on a Region / Agency

### Region

Federal, State, Local

### Agency

Health and Human Services

NASA

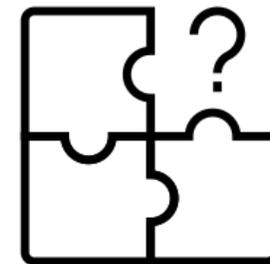
Air Force

USDA



## Identify a Problem

- Military branches who need help modernizing their technology infrastructure
- State governments who need to improve process efficiencies



# What's Your Solution?

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# Identifying Your Business Solution

Service or Product?

Delivery Method?

**Service**



**Consult**



**Train**



**Broker**



**Deliver**

**Product**



**Primarily Online Sales**



**Personality Type**

# Select your Solution Delivery Options

## Do you want to...



- Offer copywriting services for small businesses?
- Provide technology services for military branches?
- Lead European tours for affluent retirees?
- Cook freshly made healthy food for recent college grads on a budget?

OR

- Train others how to be great copywriters?
- Advise the executives in those branches on how to create better technology infrastructures?
- Be a travel agent and help retirees find the best tours through other companies?
- Offer free healthy-cooking videos sponsored by paid advertisers?

# HOMWORK: Articulating your Business Concept



*With as much detail as possible, complete the following sentence:*

I want to help

(this target customer)

solve

(this urgent challenge)

by providing

(this product or service)

delivering it

(in this way)



**As you solve problems, your customers may share new types of problems  
... and that will help evolve your business!**





# What's Next?

Future BoomerWorks videos and Zoom recordings on these topics from the [Lean Business Plan Template](#):

- ✓ Unique Selling Proposition
- ✓ Running the Business
- ✓ Accountability
- ✓ Crafting Your Brand
- ✓ Revenue Potential
- ✓ Future Revenue
- ✓ Spreading the Word / Marketing
- ✓ Expenses
- ✓ Alliance Partners
- ✓ Key Action Items





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**GOT QUESTIONS?**

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