Own the Frame

© 2008, Patrick Schwerdtfeger

Own the Frame

- ☐ Introduce the revenue model early and with confidence.
- ☐ Widen the product menu, format and price range.
- ☐ Categorize content into beginner, intermediate & advanced (monetize).

Low Price		Mid Price		High Price
$	>	$		
$	>	>	>	$

Describe New Advanced (and Expensive) Product

Expand the Frame

- ☐ Identify the personal objectives of your target market.
- ☐ Create a vision for your website large enough to fit their objectives inside.

Target Market	**Personal Objective**
Target Market	**Personal Objective**
Target Market	**Personal Objective**
Target Market	**Personal Objective**

- ☐ Brainstorm ways you can “expand the frame” of your service offering.
- ☐ Think about ways to incorporate the larger frame into your online platform.

Expanded Vision #1
Expanded Vision #2
Expanded Vision #3
Expanded Vision #4

- ☐ Use this exercise to expand your view of your own business and future plans.