

Your Key To
Prosperity



PROSPERITY TOUR (Oct-Dec 2020)

3 Guiding Principles



www.thesaroncampbell.com/products

Module 3: CHANNELS



Learn how to build a ladder to success by building connections with the right people.

Channel Phases:

Awareness: How do we raise awareness about our company's products and services?

Evaluation: How do we help customers evaluate our organization's Value Proposition?

Purchase: How do we allow customers to purchase specific products and services?

Delivery: How do we deliver a Value Proposition to customers?

After Sales: How do we provide post-purchase customer support?



1. Through which Channels do our Customer Segments want to be reached?

2. How are we reaching them now?

3. How are our Channels integrated?

4. Which ones work best?

5. Which ones are most cost-efficient?

6. How are we integrating them with customer routines?

9 Business Canvas Modules To Growing Your Business

Each Monday at **7am** and Wednesday **6pm** we will explore each module that will help you write or update your business plan (**ROKU TV**). - **Habakkuk 2:2**

October 12

Customer Segments

October 19

Value Propositions

October 26

Channels

November 2

Customer Relationships

November 9

Revenues Streams

November 16

Key Activities

November 23

Key Resources

November 30

Key Relationships

December 7

Cost Structures

your business canvas model

The overall objective is to expose
you to the fundamental aspects of
entrepreneurial thinking

