We do this by simply asking logical questions that flow from one aspect of the business to the next. The answers to the questions form the building blocks in the model. Each business will be different. One may have 12 blocks, another 20.

We will develop the shell and then come back and add color in Step 3: Developing the picture. Keep in mind, your business can and probably will look different from this example—and it should, as this is a review, from start to finish, of your unique business.

Using the foundation—the purpose we determined in Step 1—“I’m in business to restore lives,” answer the questions that logically follow: If that is the case, then….

We will begin with a blank diagram ready for you to fill in the specifics of your business by asking and answering questions—lots of questions.