

"The hardest part of the plan isn't thinking about the plan, or even doing the plan...it's sticking with the plan."

- HORMOZI

Marketplaces

1. Marketplaces are kinda like: _____

2. Branded stores are kinda like: _____

What are we focused on in the Marketplace Intensive?

List 3 pros of marketplaces:

1. _____

2. _____

3. _____

List 3 cons of marketplaces:

1. _____

2. _____

3. _____

Marketplace Models

4 Marketplace biz models to start

1. General Marketplaces
2. Deal Marketplaces
3. Resale Marketplaces
4. Social Marketplaces

General Marketplaces



Sites:

How these work:

How they help you:

How to increase sales:

I'd like to sell on general marketplaces.

- Yes No I Want to hear my other options first

Deal Marketplaces

Sites:

How these work:

How they help you:

How to increase sales:

I'd like to sell on deal marketplaces.

Yes No I Want to hear my other options first

Notes:

Resale Marketplaces

Sites:

How these work:

How they help you:

How to increase sales:

I'd like to sell on resale marketplaces.

Yes No I Want to hear my other options first

Notes:

Social Marketplaces

Sites:

How these work:

How they help you:

How to increase sales:

I'd like to sell on social marketplaces.

- Yes No I Want to hear my other options first

Notes:
