



LIST OF  
“HOW”  
IDEAS

# LIST OF “HOW” IDEAS

## HOW: ORGANIZATION MODELS\*

### OWNERS

- #1 Landlord:** Owns an asset and profits by charging others for the rent or lease of that asset.
  - Physical Landlord: Car Rental, Auto Lease, Real Estate
  - Virtual Landlord: Ad Space on Google or Facebook Ads
  - IP Landlord: Disney licensing to sell their merchandise

### CREATORS

- #2 Inventor:** Creates new or improves on products/services to be manufactured or sold in the marketplace.
  - Thomas Edison, George Washington Carver, Steve Jobs
- #3 Research & Development (R&D) Shop:** Systematized the process of turning ideas into inventions and is able to produce inventions on a massive scale.
  - 3M, IDEO, Pharmaceutical Companies
- #4 Artist/Writer/Speaker:** Different kind of creator, generally working in a solitary role to create something unique and artistically pleasing such as a book, painting, or sculpture.
  - Artists, Writers, Speakers, Photographers, Journalists, Bloggers, Podcasters
- #5 Teacher/Trainer:** Individual(s) that teaches or instructs others. The material taught can be created by the teacher/trainer or taken from other creators.
  - Artists, Writers, Speakers, Photographers, Journalists, Bloggers
- #6 Content Producer:** Very similar to the artist, but is focused more on the production of content or material that is designed to inform or explain.
  - Technical Writers, Graphic Designers, Web Copywriters, Freelancers
- #7 Thought Leader:** Informed opinion leaders and the go-to people in their field of expertise. They are trusted sources who move and inspire people with innovative ideas; turn ideas into reality, and know and show how to replicate their success.
  - TD Jakes, Joyce Meyers, Stephen Covey, Malcolm Gladwell, Seth Godin

### BUILDERS

- #8 Manufacturer:** Assembles or builds products for distribution and is skilled at mass producing on the behalf of others or themselves. *(Rarely invent, but produce from ideas originated by creators)*
  - Automobile manufacturers, chinese manufacturers of iPads/iPhones

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### BUILDERS

**#9 Maker:** Solves problems through making goods – typically handcrafted products produced on a somewhat smaller scale.

- Jewelry, handbags, clothes

**#10 Engineer:** Uses technical skills to build technology that solves problems and sells it.

- SaaS (*Software as a Service*) Model: Mailchimp, Infusion Soft/Keap, Gumroad, Studiopress

### WHOLESALEERS

**#11 Wholesaler:** Able to aggregate multiple products and provide a diverse distribution infrastructure to support individual manufacturers and enable mass distribution to retailers. (*They tend to be middlemen*)

- Costco, Amazon FBA (*Fulfillment By Amazon*)

**#12 Broker:** Facilitates transactions between sellers and buyers, generally without ever owning what is being sold and profiting from a charge on top of the sale price.

- Physical: Real estate brokers facilitate the sale of property
- Financial: Stock brokers facilitate the sale of stocks & bonds
- Virtual: Companies selling the use of products or services from others like Fiverr, Craigslist, Kickstarter
- Intellectual Property (IP): Companies like LinkedIn that facilitate networking opportunities

**#13 Trader:** Profits by buying and reselling assets, often by improving or otherwise adding value to the asset prior to sale.

- Physical: Comic book stores
- Financial: Fidelity, eTrade, Goldman Sachs
- Virtual: Datalogix which aggregates and sells data
- IP: Patent trolls or domain name squatters

**#14 Traditional Retailer:** Profits by selling products and services directly to buyers at a mark-up from the actual cost.

- Low Cost: Operates on very low margins at the low end of the market like Kia, Hyundai, Walmart
- Cost Plus: Sustains average margins in the mass market like Toyota, Honda, Walgreens
- Premium: Supports exorbitant margins by maintaining the prestige value of the brand like Bentley, Rolls Royce, Christian Louboutin

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### WHOLESALEERS

- #15 Non-Traditional Retailer:** Looks like a traditional retailer but goes beyond individual transactions to maximize customer lifetime value.
  - Freemium: Offer something of value at no charge to encourage a later purchase like Evernote, Dropbox
  - Long Tail: Profits from the use or purchase of a deep catalog of products instead of focusing on best sellers like Amazon, Netflix
  - Razors & Blades: Offers a free or low cost razor in the hope of earning a profit on refill blades like Gillette, HP Printers
- #16 All You Can Eat:** Offers unlimited use of a product/service over a fixed period of time for a flat fee.
  - Netflix, RedBox, Golden Coral
- #17 Subscription:** Offers a product or service on a continual basis for a recurring charge, generally weekly, monthly or yearly.
  - Hulu, Magazines
- #18 Mediapreneur:** Shares useful content to keep audience inspired and informed. Sells ads, sponsorships, affiliate programs and accepts donations.
  - Bloggers, Podcasters, TV/Radio Hosts (*i.e. Pat Flynn, John Dumas, Steve Harvey*)
- #19 Manufacturer Direct:** Allows manufacturers to circumvent wholesalers and retailers, and sell directly to buyers.
  - Apple sells through retailers like Target, through its own retail stores and on its website
- #20 Multi-Level Marketing:** Earns profit by recruiting sales people who pay setup fees and are encouraged to recruit additional sales people to earn a share of a pyramid-like commission model.
  - Amway, Mary Kay

### DIRECTORS

- #21 Non-Profit Organizations (NPO):** A business organization that serves some public purpose and therefore enjoys special treatment under the law. Nonprofit corporations, contrary to their name, can make a profit but can't be designed primarily for profit-making. Please note that NPOs need to make money to function and survive.
  - Associations, Charities, Cooperatives, Faith-based Organizations, Educational, Public Services

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### DIRECTORS

- #22 Coaches:** Inspires individuals/organizations to higher achievement by listening, asking powerful questions and allowing them to find the answers or guiding them along a path.
  - Life, Health, Financial, Personal, Relationship, Business, Sports
- #23 Consultants:** Hired for their expertise at solving problems and providing ideas, processes and strategies that can be monitored and quantified.
  - Human Resources (HR), Strategy, Technology, Public Relations (PR), Marketing, Legal, Information Technology (IT), Social Media, Financial/Investments
- #24 Government Agencies:** Sometimes an appointed commission, is a permanent or semi-permanent organization in the machinery of government that is responsible for the oversight and administration of specific functions.
  - Executive, Legislative and Other General Government Support; Justice, Public Order, and Safety Activities; Administration of HR Programs; Administration of Environment Quality Programs; Administration of Housing Programs, Urban Planning and Community Development; Administration of Economic Programs; Space Research & Technology; and National Security and International Affairs

*\*Source: [www.digitalbusinessmodelguru.com/2012/12/15-business-models-complete-list.html](http://www.digitalbusinessmodelguru.com/2012/12/15-business-models-complete-list.html), *Sixteen Business Model Archetypes from Malone, Weill, et al*, and *Wikipedia.com*.*

Of the 24 models outlined here, which of them resonates with your spirit and aligns with your ZOG? It's ok to entertain more than one, however it's important that you don't try to start out with more than one (1). Trust me, you will be overwhelmed and most likely not do either very well. I want you to have keen focus here to get started, and then you add other components later.

In addition, know that your *How* may change overtime. For example, your immediate interest may be *#4 Artist/Writer/Speaker*. So you start with a blog, which leads to a best-selling book and then you transition into a *#22 Coaches* where you are coaching people around your area of expertise.

**Complete the exercise below:**

HOW
MODEL
Write the model(s) that's the best fit for you:





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