

PRACTICAL TIPS UNIT 3 PERSONAL BRANDING

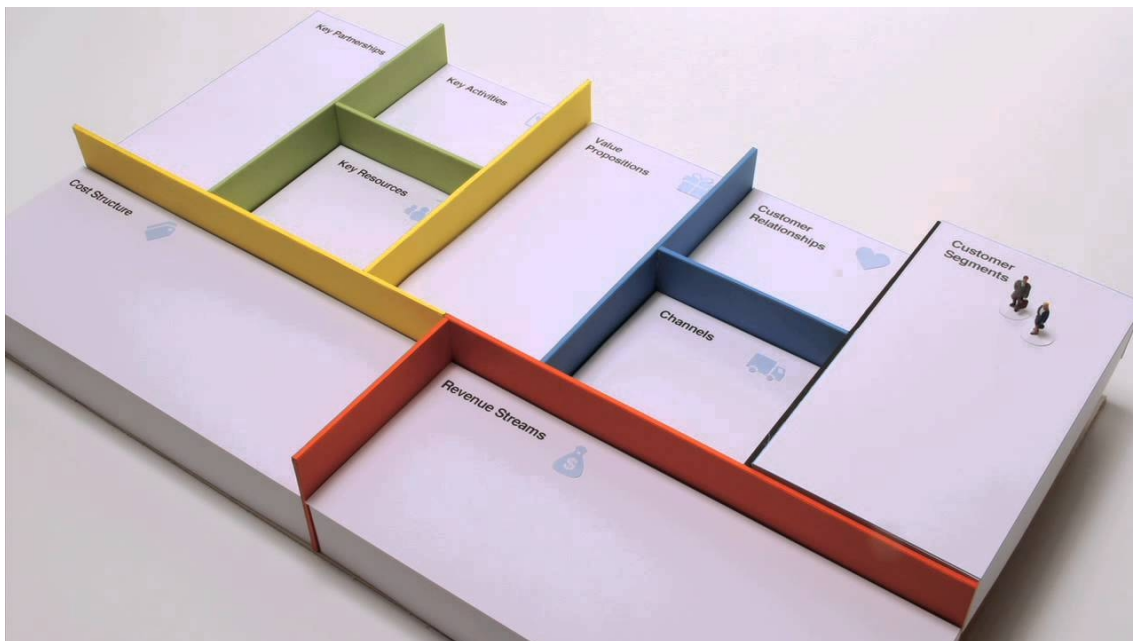
PERSONAL BUSINESS MODEL CANVAS

The best way to think about all the topics you have seen in this unit is to create a personal business canvas.

Canvas is a methodology created by Alexander Osterwalder and it is an easy and visual tool that allows you to design, ponder and improve the most relevant aspects of your personal brand.

To understand the operation of canvas model, have a look at this video:

→ https://www.youtube.com/watch?v=oDTcS4_pHq



We really encourage you to do your own canvas model. For that matter, you have other web pages that can help you:

→ On this web page you can get in touch with a helpful community. There you have lots of examples and ideas about personal business model canvas. You can also find good canvas templates in different languages. (*From the authors of the book: Business Model You*)

<http://community.businessmodelyou.com/>

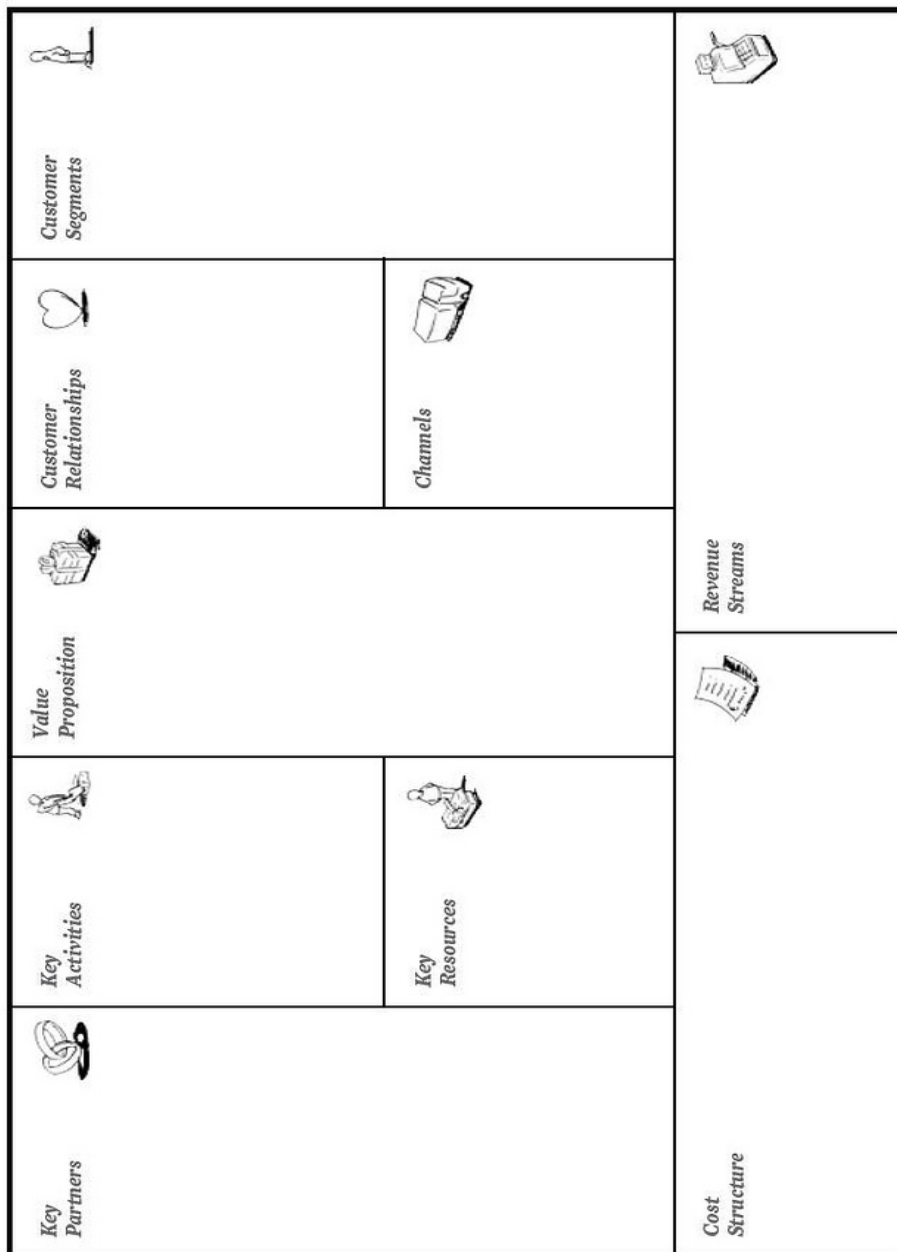
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→ In the next page you can find a template (other templates available on the Internet are interesting, check the one you prefer before starting the exercise).
The Canvas model creator, Alex Osterwalder 's web:

<http://alexosterwalder.com/>

The Business Model Canvas



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