
Module 15, Lesson 2 Quiz:

Profit Clarity

1. Once you decide on a profit model, you need to stick with it throughout the duration of your business no matter what.
 - a. True
 - b. **False. Your profit models may evolve as your business grows and changes**
2. A subscription model is one where:
 - a. **You charge individuals a recurring fee for access to your product or service, in person or online**
 - b. Brands hire you to promote their products or services to your audience
 - c. You sell single or packages of sessions to multiple clients, who share a common learning objective, to be used in a group setting
 - d. You sign up with a company or a network to sell their products or services in exchange for commission, or you allow others to sell your products for you in exchange for a commission
3. Your signature offering:
 - a. Won't set you apart from your competitors
 - b. Should be extremely expensive and only available to very few customers
 - c. **Will set you apart from your competitors and will be the product you are most known for**
 - d. Is not that important to your business
4. Your email list is crucial to your business because:
 - a. You can spam anyone who signs up
 - b. **It's the one user base that you actually have complete control over including when they hear from you**
 - c. Social media algorithms won't ever affect your business
 - d. You want to email fake followers