Business Archetypes and Business Model Validation

Business Archetype	Sub-types	Real World Example	Market Size	Simplicity / Ease of Entry	Automated / Recurring Revenue?
The Teacher	Coach	Kimra Luna	🔴	🟢	🟢
	Thought Leader	Sam Harris	🟠	🟠	🔴
	Mediapreneur	Gary Vaynerchuk	🟢	🟠	🟠
The Freelancer	Existing Skill	Joey Kissimmee	🟢	🟢	🔴
	Elance/Freelance/Gigging	AnarchoFighter	🟢	🟢	🔴
The Maker	Designer	Justin Jackson	🟢	🟠	🟠
	Builder/App/Software	Nathan Barry	🟢	🔴	🟢
	Artist	PixelPusha	🔴	🔴	🟠
The Retailer	Physical Products	Butter Coffee	🔴	🔴	🔴
	Drop Ship	Hello Matcha	🟢	🟢	🟠
	Amazon FBA	Pro Chef Tools	🟢🟢	🟢	🟢