

# 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	<a href="#">Kimra Luna</a>	●	●	●
	Thought Leader	<a href="#">Sam Harris</a>	●	●	●
	Mediapreneur	<a href="#">Gary Vaynerchuk</a>	●	●	●
The Freelancer	Existing Skill	<a href="#">Joey Kissimmee</a>	●	●	●
	Elance/Freelance/Gigging	<a href="#">AnarchoFighter</a>	●	●	●
The Maker	Designer	<a href="#">Justin Jackson</a>	●	●	●
	Builder/App/Software	<a href="#">Nathan Barry</a>	●	●	●
	Artist	<a href="#">PixelPusha</a>	●	●	●
The Retailer	Physical Products	<a href="#">Butter Coffee</a>	●	●	●
	Drop Ship	<a href="#">Hello Matcha</a>	●	●	●
	Amazon FBA	<a href="#">Pro Chef Tools</a>	● ●	●	●