A SENSITIVE AND QUEER WORKBOOK

Business Model Canvas

A gentle, step-by-step guide to mapping a business or working life that honours your sensitivity, your queerness and your energy.

WELCOME

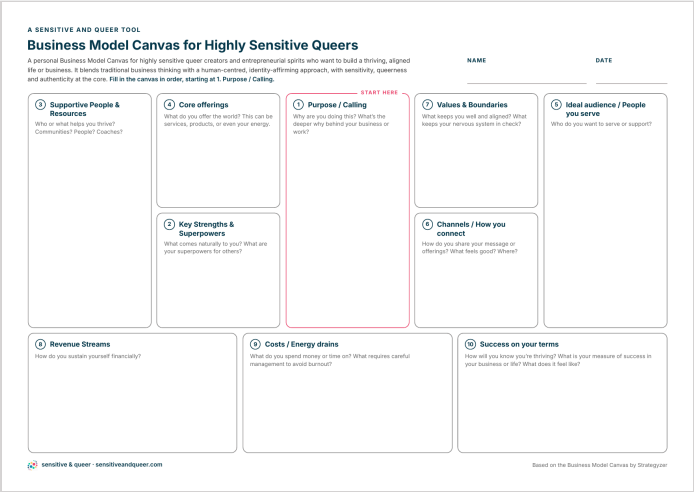
Your business on a page

This workbook is designed to walk you through using the Business Model Canvas, a tool that gives you a visual picture of your business on a page.

Where traditional business canvases focus purely on profit and growth, this version centres your identity, values and wellbeing as the foundations of sustainable success. It includes visual examples to inspire and spark ideas.

Who this is for

- Highly sensitive people (HSPs)
- Queer creators, artists and entrepreneurs
- Anyone building a business or career that honours their authentic self
- Those seeking alignment between their identity, values and work


A SENSITIVE AND QUEER TOOL

Business Model Canvas for Highly Sensitive Queers

A personal Business Model Canvas for highly sensitive queer creators and entrepreneurial spirits who want to build a thriving, aligned life or business. It blends traditional business thinking with a human-centred, identity-affirming approach, with sensitivity, queerness and authenticity at the core. **Fill in the canvas in order, starting at 1. Purpose / Calling.**

NAME

DATE

START HERE

3 Supportive People & Resources
Who or what helps you thrive? Communities? People? Coaches?

4 Core offerings
What do you offer the world? This can be services, products, or even your energy.

2 Key Strengths & Superpowers
What comes naturally to you? What are your superpowers for others?

1 Purpose / Calling
Why are you doing this? What's the deeper why behind your business or work?

7 Values & Boundaries
What keeps you well and aligned? What keeps your nervous system in check?

6 Channels / How you connect
How do you share your message or offerings? What feels good? Where?

5 Ideal audience / People you serve
Who do you want to serve or support?

8 Revenue Streams
How do you sustain yourself financially?

9 Costs / Energy drains
What do you spend money or time on? What requires careful management to avoid burnout?

10 Success on your terms
How will you know you're thriving? What is your measure of success in your business or life? What does it feel like?

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Based on the Business Model Canvas by Strategyzer

Use the canvas alongside this workbook. Work through each section in order, starting with **1. Purpose / Calling**.

GETTING STARTED

Before you begin

Set your environment

- Find a quiet, comfortable space where you feel relaxed.
- Gather your writing materials, or use a tool like Miro or Mural if you'd like to work on a digital canvas.
- Have water and snacks nearby if you need them!

Mindset preparation

- This is a space to explore, so you can let go of creating a perfect business plan.
- Add some playfulness to this activity. Think of it as an experiment.
- Focus on authenticity over perfection.
- Remember that your sensitivity is a superpower, and your queerness brings unique perspectives and value to the world.
- You don't have to do the pages in the order they're recommended. Feel free to move at a pace and in a direction that feels right for you.

HOW TO USE THE SECTIONS

Each section of the walkthrough matches a box on the canvas. You'll find what it means, some questions to reflect on, examples to get you started, and a picture of what a filled-in box might look like with sticky notes.

Purpose / Calling

WHAT THIS MEANS

Your deeper why is the soul-level reason you're creating this business or pursuing this work. This goes beyond making money to touch on your mission, your calling, and what you feel drawn to contribute to the world.

Guiding questions

- Why are you doing this? What's the deeper why behind your business or work?
- When do you feel most alive and purposeful in your work?
- What would you do even if you weren't paid for it?
- What injustices or gaps in the world do you feel called to address?
- What legacy do you want to leave?

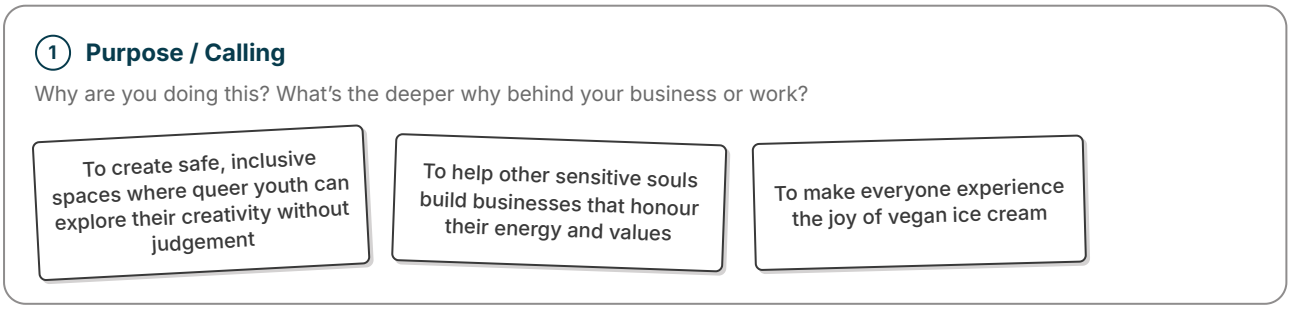
HSP considerations

- Your deep processing abilities help you see details and opportunities.
- Your empathy allows you to understand needs that are overlooked.
- Trust your intuitive knowing about what feels right.

Example responses

- "To create safe, inclusive spaces where queer youth can explore their creativity without judgement"
- "To help other sensitive souls build businesses that honour their energy and values"
- "To make everyone experience the joy of vegan ice cream"

EXAMPLE ON THE CANVAS



Key Strengths & Superpowers

WHAT THIS MEANS

The natural abilities, talents and qualities that you bring to your work. These might include heightened intuition, creativity, empathy, and the ability to see perspectives others miss.

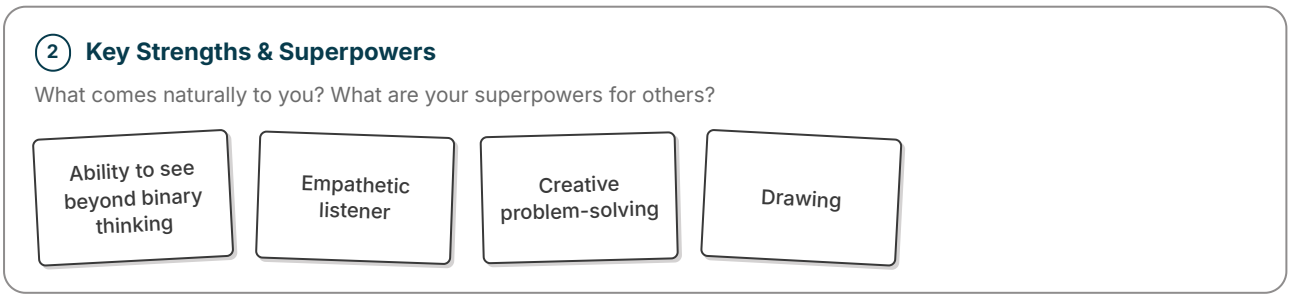
Guiding questions

- What comes naturally to you?
- What do people consistently ask for your help with?
- What feels effortless when you're in flow?
- Are you a systems thinker or lost in detail?
- What would your closest friends say are your superpowers?

Examples to consider

- Deep processing and pattern recognition
- High empathy and emotional intelligence
- Attention to subtlety and nuance
- Creative problem-solving
- Intuitive understanding of others' needs
- Resilience and adaptability
- Ability to see beyond binary thinking
- Understanding of marginalised perspectives
- Creative self-expression
- Community building and inclusion skills

EXAMPLE ON THE CANVAS



Supportive People & Resources

WHAT THIS MEANS

The network of people, communities, tools and resources that help you thrive. This includes both professional support and personal nourishment.

Reflection questions

- Who or what helps you thrive?
- Who makes you feel seen and supported in your identity?
- What communities help you feel less alone?
- Where do you go when you need to recharge or get inspired?
- What tools or resources are essential?

Example categories to consider

PEOPLE

- Mentors and coaches
- Peers and collaborators
- Friends and chosen family
- Professional service providers (accountant, etc.)

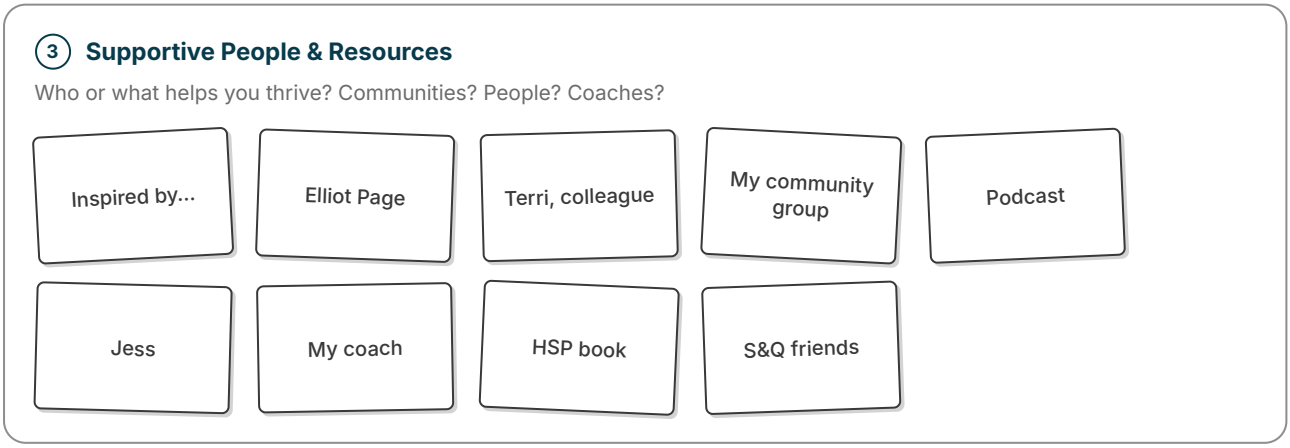
COMMUNITIES

- LGBTQ+ business networks
- HSP support groups
- Industry-specific communities
- Local creative or entrepreneurial groups
- Social platforms

RESOURCES

- Books, podcasts and content
- Tools and software that support your work
- Physical spaces that nurture you
- Spiritual or wellness practices

EXAMPLE ON THE CANVAS



Core offerings

WHAT THIS MEANS

What you provide to the world through your business or work. This can be tangible products, services, experiences, or even your energy and presence.

Reflection questions

- What do you offer the world?
- How can you package your deep insights in accessible ways?
- What do you want to provide?

Examples of offerings

SERVICES

- Creative services (design, writing, photography)
- Coaching or consulting, therapy or healing work
- Teaching, speaking or facilitation

PRODUCTS

- Physical products you create
- Digital products (courses, templates, art)
- Books or publications
- Merchandise or branded items

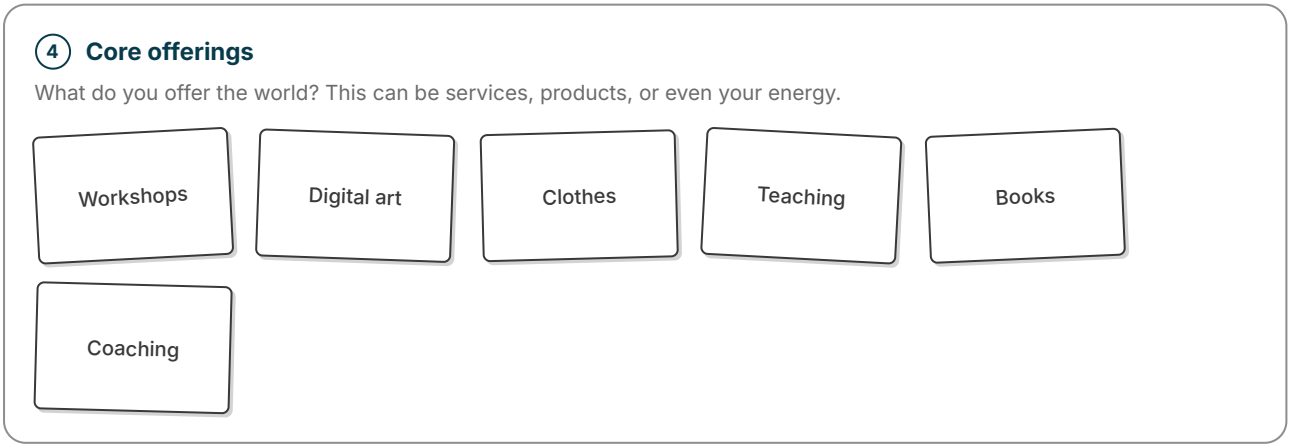
EXPERIENCES

- Events or retreats
- Community spaces
- Workshops or classes
- Online programmes or memberships

ENERGY / PRESENCE

- Holding space for others
- Being a role model or representation
- Offering emotional support

EXAMPLE ON THE CANVAS



Ideal audience / People you serve

WHAT THIS MEANS

The specific people you want to reach, help or serve with your offerings. Getting clear on your audience helps you connect and reach the people you want to serve.

Guiding questions

- Who do you feel most called to serve or support?
- What communities do you naturally connect with?
- Who has problems that your skills can uniquely solve?
- What groups are underserved in your field or industry?
- Who would benefit most from your lived experience and perspective?

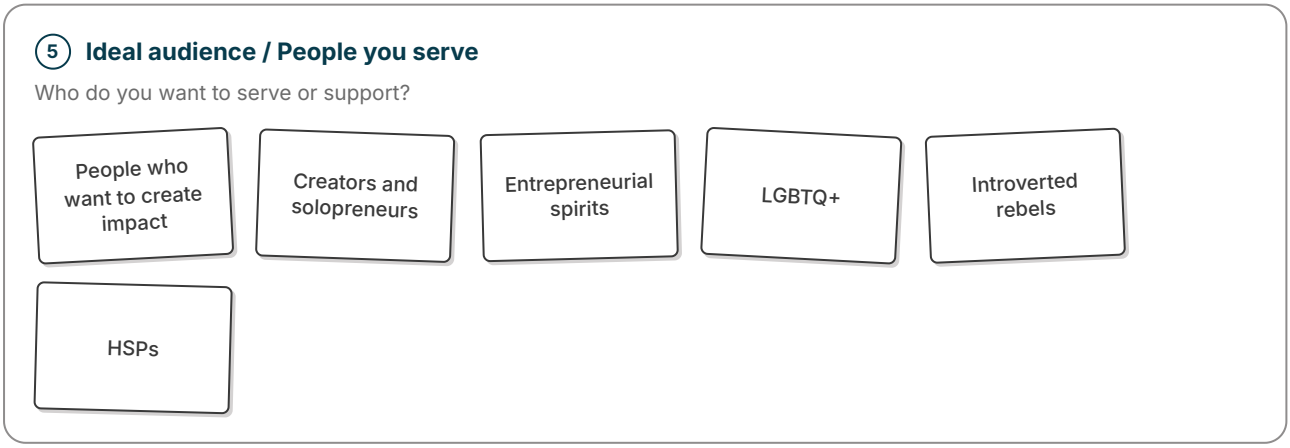
Example audiences

- People seeking inclusive, values-based services
- Those who value depth, authenticity and emotional intelligence
- Individuals in your industry
- Communities that share your intersectional identities

Getting specific: instead of everyone, try to identify

- **Psychographics** (values, interests, challenges)
- **Behaviours** (where they spend time, how they make decisions)
- **Pain points** (what keeps them up at night)
- **Aspirations** (what they're working towards)
- **Demographics** (age, location, profession)

EXAMPLE ON THE CANVAS



Channels / How you connect

WHAT THIS MEANS

The ways you share your message, connect with your customers and audience, and deliver your offerings. For HSPs, it's crucial to choose channels that feel good and sustainable.

Reflection questions

- How do you share your message or offerings? What feels good? Where?
- Which channels allow for depth over surface-level interaction?
- Where can you have meaningful conversations rather than just broadcasts?
- Which platforms have communities that align with your values?
- What channels energise you, and which drain you?

Example channels

DIGITAL CHANNELS

- Any social media platforms
- Email newsletters
- Websites and blogs
- Podcasts or video content

IN-PERSON CHANNELS

- Networking events (small or large ones)
- Speaking engagements
- Workshops or classes
- One-to-one meetings

EXAMPLE ON THE CANVAS



Values & Boundaries

WHAT THIS MEANS

The non-negotiables that keep you aligned, well and operating from integrity. This includes both your core values and the boundaries that protect your nervous system.

Reflection questions

- What are my values? Creativity, balance, connection, learning, sustainability?
- What keeps you well and aligned?
- What keeps your nervous system in check?
- What boundaries are essential to my wellbeing?

Example boundary categories

TIME BOUNDARIES

- Work hours and availability
- Response time expectations
- Buffer time between activities
- Processing time requirements

ENERGY BOUNDARIES

- Types of work you will or won't do
- Noise and sensory environment needs
- Client or customer requirements
- Environments you'll work in

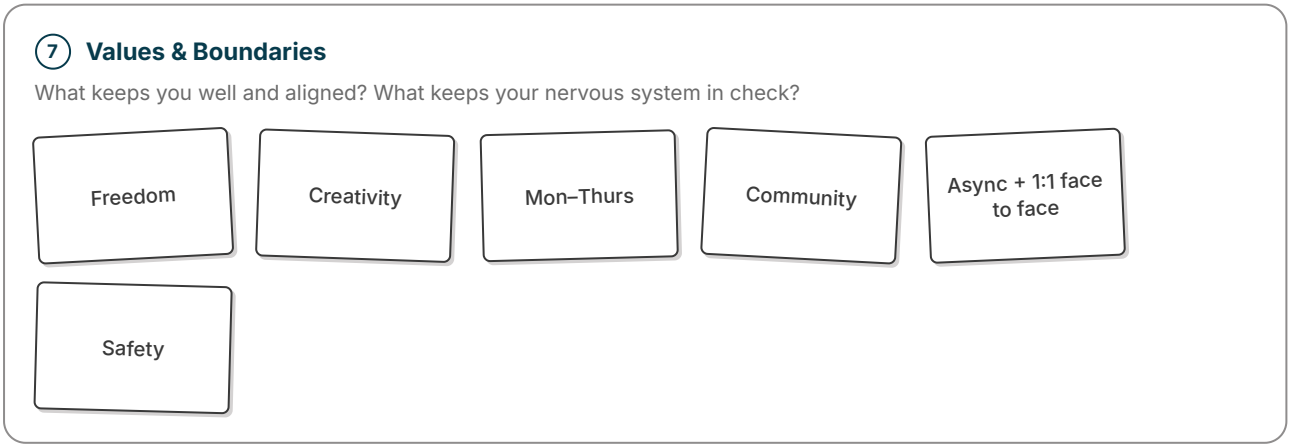
COMMUNICATION BOUNDARIES

- Preferred communication methods
- Topics you will or won't discuss
- Confidentiality and privacy needs

FINANCIAL BOUNDARIES

- Minimum rates or prices
- Payment terms and policies
- What you'll do for free and what's paid

EXAMPLE ON THE CANVAS



Revenue Streams

WHAT THIS MEANS

How you generate income to sustain yourself and your business. It's important to create revenue streams that align with your energy and values.

Considerations

- How do you sustain yourself financially?
- What allows for deep work rather than constant switching?
- What revenue streams allow for your natural processing time?
- How might you aim for multiple smaller streams rather than one large one?
- How can you price appropriately?

Examples of revenue streams

ACTIVE INCOME

- Service-based work (coaching, consulting, freelancing)
- Hourly or project-based fees
- Speaking or teaching engagements
- Custom or commissioned work

PASSIVE INCOME

- Digital products or courses
- Licensing or royalties
- Affiliate marketing
- Rental income or investments

RECURRING REVENUE

- Subscriptions or memberships
- Retainer clients
- Monthly services

Costs / Energy drains

WHAT THIS MEANS

There are necessary costs to any business. What do you spend money, time and energy on to run your business and life? Energy management can be just as important as financial management.

Reflection questions

- What do you spend money or time on?
- What requires careful management to avoid burnout?
- What drains you, and what energises you?
- What do you need to invest in?

Examples of costs

FINANCIAL COSTS

- Business expenses (software, equipment, etc.)
- Professional development and education
- Healthcare and wellness
- Living expenses and personal needs
- Taxes and business registrations

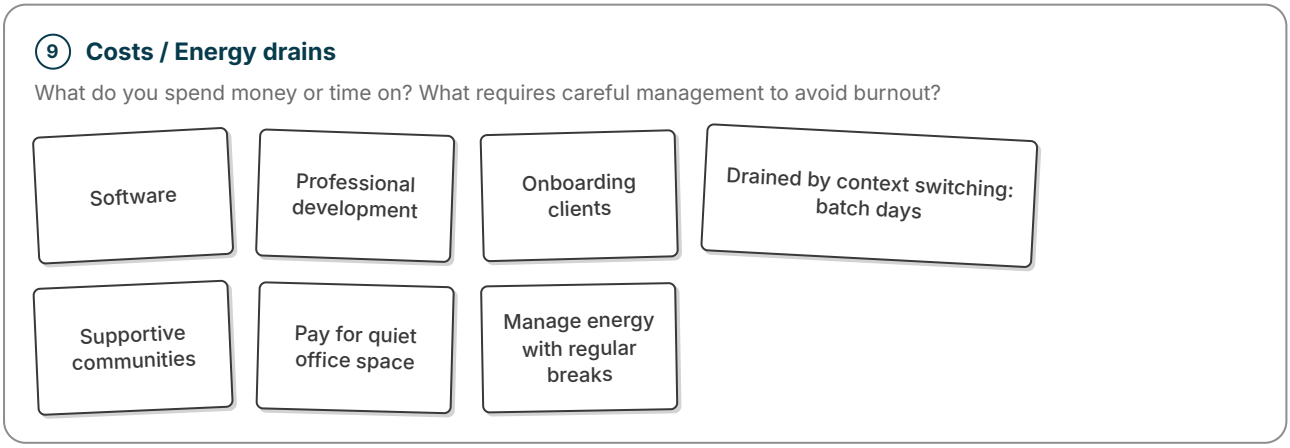
ENERGY COSTS

- Activities that drain rather than energise you
- Difficult clients or toxic relationships
- Overstimulating environments or activities
- Administrative tasks that feel overwhelming
- Context switching and multitasking

TIME COSTS

- Activities that take longer than expected
- Learning curves for new skills or tools
- Networking and relationship building
- Administrative and operational tasks
- Recovery time after intense periods

EXAMPLE ON THE CANVAS



Success on your terms

WHAT THIS MEANS

Your personal definition of success and thriving, which may be very different from traditional business metrics. This is about what success feels like, as well as what it looks like.

Creating your success vision

Write some notes or a detailed description of what success feels like in your body, your daily life, your relationships, and your impact on the world. Use the present tense, as if it's already happening.

Examples of success

TRADITIONAL METRICS

- Revenue and profit growth
- Number of clients or customers
- Market share or recognition
- Scale and expansion

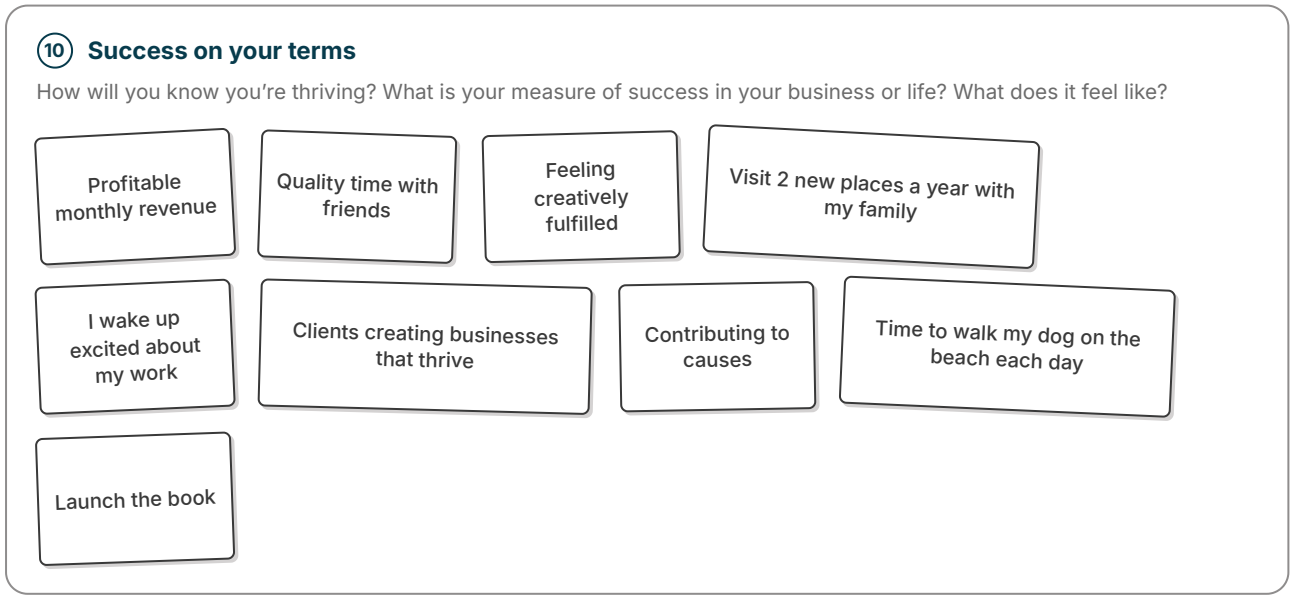
PERSONAL SUCCESS METRICS

- Feeling aligned and authentic in your work
- Having energy and enthusiasm for your days
- Making a meaningful impact on others
- Maintaining healthy relationships and boundaries
- Financial stability without sacrificing wellbeing
- Creative fulfilment and self-expression
- Contributing to causes you care about

FEELING-BASED SUCCESS INDICATORS

- I wake up excited about my work
- I feel proud of what I'm creating
- I have energy left for my personal life
- I'm making a difference for people I care about
- I feel financially secure and abundant
- I'm respected for my authentic self
- I have time and space for rest and creativity

EXAMPLE ON THE CANVAS



NEXT STEPS

Working with your completed canvas

Once you've filled out your canvas, use it as a living document to keep coming back to.

- **Identify alignment gaps.** Where do your current activities not match your values, or drain your energy?
- **Spot opportunities.** What strengths are you underusing?
- **Plan next steps.** What one to three actions could you take to move closer to your vision of success?
- **Regular reviews.** Revisit your canvas monthly or quarterly as you grow and evolve.

Tips for making changes in your business

- **Start small.** Pick one area to focus on first, and leave the rest for later.
- **Trust your process.** You may need more time to process and put things in place than others, and that's optimal for you.
- **Build in flexibility.** Your canvas can evolve as you do. Nothing is set in stone.
- **Seek support.** Share your canvas with trusted friends, mentors or coaches who understand you.
- **Celebrate progress.** Acknowledge small wins as well as major milestones.

This Business Model Canvas is designed to support all parts of who you are while you build something sustainable and meaningful. The goal is to create a life and work that feels authentically, joyfully, sustainably *yours*.

Trust the process. Trust yourself.

BUSINESS COACHING

Want a little more support?

I offer 1:1 business coaching and strategy days where, together, we'll look at where you're at, what's feeling out of sync, and what you need next to create a business that works for you.

Say hello: aimee@sensitiveandqueer.com · sensitiveandqueer.com