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In the Car Model Channel, read some of the most popular cars that hit the floor of the showroom. Check out the HowStuffWorks car model channel. The business model describes how your business makes money. It includes the products and services you provide to your customers and the way you make money at the end of the day by earning more than you spend. Your business model can be the most important factor in your success or failure as a company. It distills your operations, describing them with clear and relevant terms to help you see if you can earn a sustainable living in the long term. To create a business model, first decide what to sell and who your primary customers will be. Your company's offer decision should include not only what products and services you plan to provide, but also whether to sell them wholesale or retail and how you get them into the hands of your customers, such as through a brick-and-mortar outlet or through online sales. Prices are also an essential part of the business model. The amount you charge should cover your costs, appeal to your customers and include something extra so you can make money. A well-constructed business model should also cover how much you'll have to sell to break evenly and how much you plan to spend on your most important operating costs such as materials, labor and rentals. Direct sales are an example of a business model that especially suits a small company for one person. Let's just say you're enjoying jam. Selling directly to customers at farmers' markets will allow you to charge retail prices and cut out the middleman. You will save the cost of equipping and running a retail store, and you will have constant opportunities to develop strong relationships with your suppliers who will also be sellers in the farmers market. To set prices for the direct retail business model, calculate how much you'll pay for ingredients, jars, and labels, and then multiply that figure by three to match the food service industry's 33 percent material cost goal. The business model is the foundation that lays the foundation for future success. If you invest time and energy in thinking about the details of your business model when you first start your business, you will have a clear idea of what you want to achieve and how you want to achieve it. You will have an explicit definition of success and a path to follow as your business grows. Business models can change, even regularly, but taking time to chart and clarification can increase your chances of success and save you from unnecessary missteps. Keep up to date with the latest daily buzz with the BuzzFeed Daily newsletter! Susanna Kirkpatrick, in PR by trade, never thought she could be a paid, working model - until she came across fit modeling, encompassing people of all shapes and sizes. I like to learn about both in his job in PR and in his spare time. I've always been interested in voiceovers on the side - I also teach fitness classes on the side - and when I moved to San Francisco a few years ago from Chicago, I decided I'd do more research. I've been researching some talent agencies in the neighborhood where I live with the thought of doing voiceover work. To be considered, I had to fill out an online form with a bunch of my information, including work I've done in the past and photos of myself, but also general information like my height, weight, age and dress size. I haven't heard from any agency in a while. I thought I might hear from you, maybe I won't - and if it doesn't work out, then that's fine too. I finally heard from the agency one day that they don't need actors right now. But the next day I heard from someone in their modeling department. Based on what I handed over for my height and weight, they thought I could be great. I immediately thought they were thinking about fitness modeling. I work all the time and love fitness - but it's not like I'd be competing in fitness shows. I'm not, like, super ripped. I thought maybe they mistook me for someone else. RELATED: These 13 women prove that each body is a body in a bikini But further investigation on the agency's website revealed more about what fit modeling is. I've never heard of it, but a fit model is someone who works closely with designers and manufacturers in the process of creating new clothes. Fit models are a kind of real-life dolls; try on different garments in the early stages so that designers and manufacturers can see it on the human body. Curious to learn more, I agreed to join the agency and be measured. I remember laughing at myself about what to wear to this interview. How could I be a model?! I was wearing tight maroon pants and a tight black shirt. I'm 5'1 tall, but I wore cuneiti heels, because the models are usually taller. I wore my long hair in a bun on top of my head. That's what models look like, I assumed! I had to take a mirror selfie, of course. When I got to the agency, two other women were sitting waiting with me in the lobby. They were both plus-size; Right at the beginning my first impression was that this could be really empowering. Fit modeling needs people of all shapes and sizes. The agency is for the three of us to measure ourselves in the same room. We all had to get naked to our bras and panties. The agent said you never know what you're going to change in front of as a fit model. As they measured me, they told me I'd probably be a good candidate for size 4, 6, small or medium, depending on the company. Obviously, my dimensions are good for fit modeling; I think I'm proportional! They also asked us to tell them if we plan to gain or lose weight. Ten years ago, lost 35 to 40 pounds and have kept it off ever since; I told them I was the same size and between £138 and £142 for 10 years. But one of the other women said it was always her goal to lose a little weight. I think it's something a lot of people can relate to, but the agent told her not to. You are exactly the dimensions [companies] would be looking for, the agent said. Wow, I thought. That in itself is empowering for anyone to know that they are perfect in the exact size that it is today. That they are capable of being in modeling just like them - I think it's a beautiful thing. RELATED: How to feel body positive, even if you miss a few workouts I agreed to be introduced by the agency, and they started sending me to meet with different clothing companies in the San Francisco area. He would take all the usual measurements, but also many more, such as the size of his bicep, the upper neck relative to the lower neck, the upper calf compared to the lower calf compared to the ankle, everything! (I can often wear tight sportswear, and I don't even have to measure up in my underwear!) Then, when these companies need a fit model, they have my measurements in the file and they can book me for a gig. Companies use fit models to customize on pieces of clothing or for final installation for, say, the entire new line season. One woman used to tell me that some fit models go three-month for an all-day extravaganza. Some fit models even do it full time! Now I have one regular gig with the company where I get paid by the hour to go every week at the same time. Perhaps the company wants to raise the length of the sleeves an inch or provide a little more space for the ankle in the inseam or drop the neckline. What really amuses me is the thought that without a shadow of a doubt I know that if I wanted to buy something from this company to handle, it would suit me perfectly! It's super cool even for me as someone who works in fitness to weigh exactly what I need to have a side gig in modeling. Even as someone who is satisfied with her body, I still sometimes have negative thoughts about my size. Probably everyone knows. But to think I can be a model, I feel especially proud of who I am and my size. I'm a paid work model and I never thought I'd be. Fit models must be everything from extra small to extra large and everything between and beyond - there are even fit models for maternity clothes. Fit modeling strengthens the idea that what we are today is perfect. Sixteen years after co-founder Jimmy Choo, Tamara Mellon started her own company with a business model buy now, wearing now. But Mellon's investors and big wholesale traders weren't on board with the plan. Here's how she recovered from her bankruptcy and proved the naysayers wrong. Wrong.