



Industry Rockstar
6 Month Revenue Accelerator
Call #8

20 Ways To Increase Your Revenue 2/2
HANDOUTS



20 Ways To Increase Your Revenue

10 Lesser Known Key Areas For More Cash Flow

- Use Needle Movers
- Get Someone To Whip You
- Rewards & Consequence Structures
- Add A New Revenue Stream
- Need For Speed
- M&A&P
- Invest in ATM Machines
- License What You Got
- Commission Only Staff
- Use All Your Ass-ets
- BONUS! Watch Every Penny



20 Ways To Increase Your Revenue: Way #1

Use Needle Movers

- Goals are finite and often already hold a culture
- You either underachieve, land & stop or overachieve
- Needles movers help you set an “operating range”
- Set Annual, Quarterly & Monthly
- Create weekly games to achieve your monthly NM



20 Ways To Increase Your Revenue: Way #2

Get Someone To Whip You

- Raise your accountability and watch you revenue soar!
- Have a weekly accountability partner that you talk with
- Use a weekly reporting system



20 Ways To Increase Your Revenue: Way #3

Rewards & Consequence Structures

- Design R&C structures for yourself
- Incentivise yourself like a real sales team would
- Create consequences for not reaching your targets
- Have someone else officiate your follow through



20 Ways To Increase Your Revenue: Way #4

Add A New Revenue Stream

- Expand into either the DFY or DYI sectors
- Add an advice/info division to your business
- Moonlight as a consultant, coach, speaker or trainer
- Consider starting an after hours side business



20 Ways To Increase Your Revenue: Way #5

Need For Speed

- Humans expand to our containers
- Give yourself set times to achieve things (R&C)
- Increase the velocity of every aspect of your business
- Automate, find new vendors, reduce your time wasters
- Move all non revenue generating activities to after hours
- Practice creating urgency factors with all your clients & meetings



20 Ways To Increase Your Revenue: Way #6

Mergers & Acquisitions & Partners

- Consider merging with a larger firm
- Consider acquiring a company that has cash flow producing assets
- Bring in a business partner that already has cash flow production clients



20 Ways To Increase Your Revenue: Way #7

Invest In ATM Machines

- Have your money start making money
- Invest in cash flow generating investments
- Invest your time into advising other businesses for cash flow and equity



20 Ways To Increase Your Revenue: Way #8

License What Your Got

- Create a licensing or franchise opportunity
- Have other's reselling your products for you
- Find partners that want to take your product into new markets for you



20 Ways To Increase Your Revenue: Way #9

Commission Only Staff

- Performance based pay only
- Give everyone a small percentage ownership in the business
- Sales staff that are only commission based



20 Ways To Increase Your Revenue: Way #10

Use All Of Your Assets

- Sell equity in your business to an investor
- Factor your receivables
- Buy the building you work out of/rent out part of the building you work out of



20 Ways To Increase Your Revenue: Way #11

Track Every Penny

- Spend 1 month tracking every coin that goes through your hands
- Keep a spreadsheet of all your spending
- Set a budget and play to beat it for 1 month



2 Week Challenge:

- 1) Go through each one of these and identify at least one thing in each section that can increase your cash flow
- 2) Apply the results in #1 to shoot for a 25% increase in cash flow over the next 2 weeks.



NEXT CALL:
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Call #9

Crafting Offers, Packaging & Group Sales Dynamics Part 1/2

May 21st at 11am London Time