

Variety of Streams of Revenue

As you will finish one project, you'll look around and wonder where the next money comes from.

Clients come and go. Marketing takes time. And, to make matters worse, not everyone wants or needs what you have to offer.

There are two keys to making this smoother. The first is spend 80% of your time on marketing. The other is to have multiple streams of revenue. In this webinar we're going to talk about 2 different ways to accomplish this: Chunking and completely different streams.

Different streams

Let's start with the idea of streams as it is literally what it sounds like.

Let's say you sell water testing and treatment for your company. What can you sell on the side that is different from water, but maybe not so far off? Think of this in terms of selling parts of your work to a different audience.

Perhaps an e-course on checking your own water to homeowners.

Maybe a worksheet for teachers on the different things you can find in water with minimal science gear.

So, give yourself a couple of moments. What can you think of that would teach a different audience about your work?

Chunking

This is very similar to looking at different streams, but instead of looking at different *audience* groups, you'll look at different stages in the audience's journey.

Let's stick with water as our example, and if you select the homeowner group, look at the different phases their journey.

Are they aware? Unaware? Aware and concerned? Unaware and concerned? Aware of issues, but don't know much about them?

At each level of awareness and need, you could create a product and market it, in their words, to them.