

Money on the Table

Existing opportunity for new money within the next 90 days	How much is the opportunity worth to me over the next 12 months	Action steps needed to make it happen quickly
1.		
2.		
3.		
4.		
5.		

Whenever you are looking for more money in your business, the opportunities already exist, in one form or another. It's simply a question of focusing on that opportunity and doing what it takes to make it happen. This could be a new product to launch, a course to teach, raising your prices, a speaking opportunity, a key relationship or strategic alliance, a book to write, a workshop or seminar to lead, etc. There is always money on the table; you just have to grab it.

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1. Review your list of prospects who have expressed an interest in working with you (also known as “low hanging fruit”) in the past 6 to 12 months. Make a call—DO NOT EMAIL—them to see if anything has changed. Keep them abreast of service offering changes and find out what their current needs are. While you’re on the phone, find out what a new great time to touch base would be—and update your list accordingly.
2. Complete a review of your existing inventory. What have you already created that is just taking up space (on your shelf, or hard drive) that could be repurposed into a product that could be sold at a lower investment (it’s selling for nothing right now)? This could be books, checklists, templates, audios, videos, etc.
3. Review the offerings that you’re providing to your current clients. Is it time for an upgrade? Or do they require a service that you offer that you’ve yet to tell them about? Maybe they came to work with you for one thing and now they may be in need of another, are you verifying if they need more of your products and services?
4. Identify key strategic partnerships or joint ventures that may lead to increased website traffic and sales. Who, if you partnered with them, would get you in front of your ideal client prospects faster than you could on your own? What can you offer them to create a true win/win joint venture opportunity?
5. What organizations would like you to speak that you have yet to nail down a date for? Call them today and increase your visibility and exposure to your ideal clients.