

Module 15, Lesson 2 Handout:

Revenue Streams

As we already went over, there are many different ways to generate revenue in many types of businesses. We already covered the various profit models that may work for you and your business. Now, we're going to hone in on how to grow each component of your business to maximize the revenue that each can generate.

Revenue From Your Email List

Your email list is crucial to the success of your business. Why? Because it's the one user base that you actually have complete control over including when they hear from you! Your subscribers gave you permission to reach out to them, and you have the opportunity to enter their inbox whenever you feel the right time may be. If you perfect your email strategy, chances are it will be the best way to sell your services and products to your audience. So, the bigger you grow your email list, the more selling opportunities you'll have.

How much do you want to grow your email list this year? If you're starting from scratch, can you get 100 people this year? 500? 1,000? 10,000? Divide this by 12 and that should be your monthly goal. Only you can decide what is realistic for you and your business and there are no wrong answers here, but this will help you put some concrete goals on paper to begin to formulate how you can eventually drive revenue.

- **I currently have an email subscriber list of:**
- **My current goal is to increase my email subscribers in the next year to:**
- **This reflects monthly subscriber growth of:**

- This reflects weekly subscriber growth of:

Revenue From Your Website

The more traffic you send to your website, the more eyeballs will be on your business, which means eventually there will be more potential customers, more ads you can sell, more brand partnerships you can create, and ultimately more revenue for your business.

How many monthly visitors do you want to drive to your website this year? If you're starting from scratch, do you think you can get 100 people to your website each month? 500? 1,000? 10,000? Again, this will help you figure out how much revenue you can bring in using a resource you've already built.

- I currently have monthly website users of:
- My goal is to increase my monthly website users in the next year to:
- This reflects monthly user growth of:
- This reflect weekly user growth of:

Revenue From Your Social Media Channels

Social media is tricky because it's very much out of your control and the platform's algorithm is really what's going to dictate how many eyeballs get to your page or handle. Obviously, there are many things you can do to make the algorithm work in your favor and grow your following, but if

they change the algorithm you'll need to swiftly make changes to make it continue to work for you. Similar to email marketing, social media used to be about growing your following as big as possible even if your followers weren't engaged. But over time, technology showed us all the nonsense that was happening and suddenly everyone wised up to the misconception of a huge follower count: one engaged follower is much more valuable than 100 bots who follow you. As you grow your engaged social media following, your opportunities for brand partnerships and influencer partnerships increase, driving revenue from your social media following.

How many social media followers do you want to grow this year? Can you put monthly goals towards each channel you wish to focus on? Putting a monthly goal on increasing your follower count makes it much easier to put specific activities in place each month that will work towards that goal.

SOCIAL MEDIA PLATFORM #1:

- **My current number of followers:**
- **My goal is to increase these followers in the next year to:**
- **This reflects monthly user growth of:**
- **This reflects weekly user growth of:**

SOCIAL MEDIA PLATFORM #2:

- My current number of followers:
- My goal is to increase these followers in the next year to:
- This reflects monthly user growth of:
- This reflects weekly user growth of:

SOCIAL MEDIA PLATFORM #3:

- My current number of followers:
- My goal is to increase these followers in the next year to:
- This reflects monthly user growth of:
- This reflects weekly user growth of:

Revenue From Your Media Presence

Media presence can be more of an intangible or unquantifiable means to growth, but the more people who see you around the internet, on television, in magazines, and publicly speaking at events,

the more your expertise is highlighted and the more brands may come calling on you as their spokesperson or influencer. This obviously can lead to more revenue!

Can you put concrete goal(s) around your media presence this year? Can you try to get your name quoted in a certain number of magazines or websites? Can you try to get a few links back to your site where your story was referenced or you were used as an expert in a quote? Can you try to land your first local or national news segment?

- **TELEVISION:** My television goal this year is:
- **NEWSPAPERS:** My newspaper goal this year is:
- **MAGAZINES:** My magazine goal this year is:
- **BACKLINKS:** My website backlinks goal this year is:
- **PUBLIC SPEAKING:** My public speaking goal this year is:
- **PODCAST GUEST:** My podcast guest goal this year is:



- **INSTAGRAM TAKEOVERS:** My Instagram takeover goal this year is:
- **OTHER MEDIA GOALS:** My other media goals this year are: