

Kate Northrup Presents

82 | **REVENUE GENERATING IDEAS**





- 1.** Follow-up with existing customers one-on-one to see if they need to re-order/re-enroll.
- 2.** Follow-up with existing customers to see what they need help with next and use that as inspiration for your next offering (or enroll them right on the spot!).
- 3.** Ask existing customers to refer you to someone else who needs your products or services (offer them a discount on their next order/service to say thank you).
- 4.** Add a VIP upgrade with one-on-one or small group time with you to one of your existing offerings.
- 5.** Offer one-day retreats/VIP days (block out a few days each month and when they're gone, they're gone).
- 6.** Offer a limited number of one-on-one sessions and once they're gone, they're gone.
- 7.** Sell furniture you're no longer using.
- 8.** Sell items you no longer want on Facebook Marketplace, Craigslist, eBay, your local Online Yardsale Facebook Group, or have a yard sale.
- 9.** Sell other people's things for them online and charge 50% of the profits.
- 10.** Put affiliate links to things you love in your blog posts.
- 11.** Participate in an affiliate launch with someone whose work you love and respect.
- 12.** Make your podcast episode "sponsored by" one of your products or services and mention the link to access it in your intro, outro, or both.
- 13.** Make your podcast episode "sponsored by" a product or service that you love and use the affiliate link in the intro, outro, or both.
- 14.** Start a Mastermind.
- 15.** Email your existing customers with a survey to find out what they're struggling with and create a group coaching/mentorship program guiding them to solve that challenge.
- 16.** Email your existing customers with a survey to find out what they're struggling with and create a digital course.



- 17.** Invite friends, colleagues, and clients to your home or office for an intimate 1-day event and make a private high-end offer. (One of our clients created a 5-figure payday by implementing this strategy.)
- 18.** Sell a PDF, audio, or short video program teaching your audience how to solve one of their most common problems. (This can be an introductory-level program for something like \$47, or it can be more expensive depending on the problem you're solving.)
- 19.** Raise your rates for existing services.
- 20.** Create a menu of add-ons to your existing services to increase the value of each customer.
- 21.** Provide business “audits” or paid 30-minute strategy calls.
- 22.** Start charging for the things you already do amazingly well for free.
- 23.** Craft or prepare larger batches of items you would make anyway and sell them (example: baked goods, soups, teas, elderberry syrup, etc.).
- 24.** Offer something new to old customers (through individual emails).
- 25.** Have a flash sale or pay-what-you-wish on lower priced items.
- 26.** Offer a limited amount of something unusual—like offering a set number of 1-hour consults if you normally only do 3-hour meetings.
- 27.** Promote an older product, or an evergreen product, more deliberately.
- 28.** Do flash sales of any courses you have or resurrect an old course!
- 29.** Do a flash sale of your personal notes from past masterminds. People love to peek behind the curtain!
- 30.** Make more offers of your main thing.
- 31.** Collaborate with another entrepreneur to create high price-point offers as a one-off event, workshop, or experience.
- 32.** Package tools and templates you've already created for your business and repurpose them as “done-for-you” templates for other entrepreneurs in your industry.



- 33.** Promote an affiliate link for a friend's course that you love and believe in.
- 34.** Host a small high-end retreat inviting past clients.
- 35.** Create a year-end offer and send some emails about starting the next year strong.
- 36.** Create urgency with an end-of-month/year/season offer.
- 37.** For digital and physical products: Highlight bestsellers, curating the same work into the right-sized package for your core audience today, breaking a product down into smaller pieces, or bundling a set of solutions.
- 38.** Show up more! When your people can see you, they can remember to PAY you for your products and services.
- 39.** Offer a deep-dive power hour to clients who said no to bigger packages.
- 40.** Create a paid challenge and community with a focus relevant to a "quick fix" you can provide for your clients.
- 41.** Give! Give above your normal giving—it comes back multiplied.
- 42.** Create a fun idea or experience people want to jump on!
- 43.** Reconnect with past buyers with genuine interest of how things are going and to see if/how I can serve where they are now.
- 44.** Sign up to drive for a car service like Uber or Lyft.
- 45.** Get cash for unused fine jewelry.
- 46.** Sell formal wear, luxury accessories, or anything else with a resale value at a consignment shop or online on Poshmark or the Real Reel.
- 47.** Provide quick service tasks via a service such as Task Rabbit.
- 48.** Offer a workshop or short course around strategy and planning for the next quarter, season, or year.
- 49.** Sell tickets for and host an event!
- 50.** Offer a free Breakthrough Session or strategy call to a colleague and all of their current or past clients.
- 51.** Create a simple package of 5 or 10 sessions. Then, reach out to some of your favorite people and let them know you have a new package available.



- 52.** Pre-sell a course that you've not yet created and offer one module when they pay to tide folks over (or some other kind of value add).
- 53.** Pre-sell a 1-day intensive.
- 54.** Pre-sell a physical product that's still being manufactured.
- 55.** Run a Kickstarter or other crowdsourcing campaign for a project you want to get started but need funding for.
- 56.** Offer consulting in a previous area of expertise to a select group of people (one-on-one or group).
- 57.** Offer basic services to others in your industry that are a few steps behind where you are.
- 58.** Rent a room or large space in your home through something like AirBnb.
- 59.** If you own commercial property, rent out space for events or meetings to local entrepreneurs.
- 60.** Amp up your resume and apply for a higher paying job.
- 61.** Rent your car on Turo.
- 62.** Present your supervisor with evidence of your contributions and ask for a raise.
- 63.** Create a new stream of income through network marketing with a company and product you align with and can promote easily.
- 64.** Teach a how-to class online or in person to people who want to learn how to do the basics of your skillset (ie. cooking, painting, photography, budgeting, etc.).
- 65.** Ask friends and family for referrals to extend your expertise as a corporate freelancer or virtual assistant in their industries.
- 66.** Look to your hobbies for revenue, and set up an Etsy shop (or the like) to sell your candles, body butters, knitted items, etc.
- 67.** Offer to babysit, pet-sit, or house-sit for people in your community.
- 68.** If you work from home, offer after-school care for the families in your neighborhood.
- 69.** Volunteer for focus group studies for an afternoon in your area.



- 70.** Provide personal shopping services and get paid to pick up someone else's groceries while you shop for your own.
- 71.** Follow up with anyone who may owe you money and collect on that debt.
- 72.** Send any outstanding invoices or expense reports.
- 73.** Rent out your parking space, driveway, or space in your garage.
- 74.** Apply for a credit card with a cash back incentive for new cardholders (as long as you know you can pay the balance in full each month).
- 75.** Sell unused electronics.
- 76.** If you have a larger vehicle, provide hauling or delivery services for local businesses.
- 77.** If you run a service-based business, tell clients that you'll be raising your fees and offer special incentives for booking future sessions.
- 78.** Reach out to colleagues and let them know you are accepting referrals.
- 79.** Follow up with anyone you've networked with in the last couple of months and extend an offer for service or ask for a referral.
- 80.** Do a referral trade with someone in your network who you respect. Sit down and each describe your ideal customer and each go through your network to make 5 introductions to their ideal customer.
- 81.** Bundle any existing programs you have and add a new training or coaching session as a bonus.
- 82.** Host a FB Live or webinar right after a major holiday and offer breakthrough sessions or a new program.