

Grow the Business.

Six Revenue Levers Worth Pulling.

Revenue doesn't grow by accident. These are the six fundamentals — pricing, retention, revenue streams, consumer behavior, marketing, and sales — that determine whether your business grows or just stays busy.

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Pricing for Growth

02

Customer Retention

03

Revenue Streams

04

Consumer Behavior

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Marketing That Scales

06

Your Sales Process

01

Charging What the Business *Actually Needs*

Most business owners price based on what feels comfortable – not what the business requires. Those are two very different numbers, and the gap between them is usually where the financial stress lives.

Underpricing is not humility. It's a structural problem that compounds over time. Every engagement you deliver below what it actually costs you – in time, resources, and overhead – is a transaction that makes the business smaller, not bigger.

Pricing for growth means pricing for what the business needs to sustain itself and invest in its own future. Your price has to account for four things:

LAYER 01

Cost of Delivery

Materials, tools, software, contractors, and the actual time it takes to do the work – fully accounted for, not estimated low.

LAYER 02

Overhead

Insurance, subscriptions, admin, marketing, the costs that exist whether or not a client is paying you right now.

LAYER 03

Owner Compensation

What you actually need to live. Not what's left over. Not what's left after everything else. A real number, built into the price.

LAYER 04

Growth Margin

What the business needs to invest in itself – equipment, hiring, marketing, reserves. Growth costs money before it generates it.

If your price doesn't cover all four layers, you're **subsidizing your clients with your own financial stability**. That is not a sustainable business model – it's a delayed crisis.

When to raise your prices: when your costs have increased, when demand consistently outpaces your capacity, when the quality or scope of your work has grown, or when you haven't raised them in over a year. Any one of those is reason enough.

How to raise them: raise them. Give existing clients notice. New clients get the new rate immediately. The clients who leave over a reasonable price increase were not the right clients for where the business is going.

02

The Revenue You're *Already Sitting On*

Acquiring a new customer costs significantly more than keeping one you already have. Most businesses spend the majority of their energy on acquisition and almost none on the clients who are already paying them.

The math is straightforward. Take what a client pays you on average per engagement. Multiply by how many times they could realistically work with you in a year. Multiply by how many years a strong client relationship typically lasts. That number — the lifetime value of one retained client — is what walks out the door every time someone doesn't come back because you didn't stay in touch.

Your existing client base is your most underused growth asset. It contains:

- **Repeat business** — clients who were satisfied will come back if you make it easy and stay visible
- **Expanded scope** — clients who trust you are the most likely to say yes to more
- **Referrals** — your best source of new clients is someone who already knows the quality of your work firsthand
- **Testimonials and social proof** — the content that does your marketing without you having to sell

What retention actually requires is simpler than most people expect. Follow up after delivery — not just during. Check in without trying to sell something. Make it easy for clients to return. Acknowledge the relationship, not just the transaction.

Most clients don't leave because they were unhappy. **They leave because they forgot about you — and you let them.** Retention is mostly just intentional consistency.

Build a simple follow-up rhythm into your operations. Thirty days after a project closes. Quarterly check-ins for past clients. A direct ask for referrals from clients who gave strong feedback. None of this requires a complicated system — it requires a decision to treat client relationships as ongoing, not transactional.

03

Building Revenue Beyond Your *Core Offer*

There is a difference between diversification and distraction. A new revenue stream that requires you to become a different business is a distraction. One that is a natural extension of what you already do is real diversification.

Before adding a revenue stream, ask three questions:

- Does this serve the same customer I already serve?
- Does it use skills or assets I already have — without requiring a whole new operation?
- Can it generate revenue without pulling my attention away from what's already working?

If the answer to all three is yes, it's worth exploring. If not, it may be a business idea — just not one that belongs inside this business right now.

WORTH EXPLORING

- Group versions of what you already do one-on-one
- Digital products that package your existing knowledge
- Retainer structures for ongoing clients
- Licensing your process or methodology
- Referral arrangements with complementary businesses

PROCEED WITH CAUTION

- Streams that require a new audience you haven't built
- Products that need inventory, fulfillment, or new infrastructure
- Partnerships where you carry the risk but split the upside
- Anything that requires you to learn an entirely new skill set first

→ Revenue that's passive in theory but operational in practice

Growth doesn't always mean more things. Sometimes it means more depth in what you already do. A second revenue stream built on a shaky first one doesn't solve the problem — it multiplies it.

Start with the simplest extension. Package what you know into something that can be delivered without your direct time. Test it on your existing audience before building it out. The best new revenue streams are the ones your current clients would have paid for anyway — you just hadn't offered it yet.

04

How to Use Consumer Behavior

to *Drive Decisions*

People don't buy what they need. They buy what they want — and justify it with need. Understanding this isn't manipulation. It's how decision-making works, and using it makes your communication more honest, not less.

Your messaging is competing with noise, doubt, and every other option your potential client is considering. The businesses that cut through are not necessarily the best ones — they're the ones that speak most directly to what the buyer is already thinking.

PRINCIPLE 01

Social Proof

What others say about your business carries more weight than what you say. Results, testimonials, and specific client outcomes do more work than any sales copy you can write about yourself.

PRINCIPLE 02

Specificity

Vague promises don't convert. "I help businesses grow" says nothing. "I helped a 3-person team cut client onboarding from two weeks to three days" says everything.

PRINCIPLE 03

The Decision Journey

Your customer is at a different stage every time they encounter you. Some are ready to buy. Some are just becoming aware. Marketing that only

PRINCIPLE 04

Pain vs. Aspiration

Some buyers are moving away from a problem. Some are moving toward a goal. Know which one drives your

speaks to buyers misses everyone else.

customer — and make sure your messaging speaks to that direction.

The fastest way to improve your messaging: go back to what your best clients said before they hired you. What were they trying to solve or reach? Build your language around their words — not around what you think sounds impressive about your offer.

Consumer behavior isn't something you manipulate — it's something you align with. When your offer matches where your customer already is in their thinking, the decision becomes easy. When it doesn't, no amount of selling will close the gap.

05

Moving Beyond *Word of Mouth*

Word of mouth works – until it doesn't. It isn't scalable, it isn't predictable, and it disappears when you go through a slow period or step into a new market. At some point, the business needs a system that doesn't depend on who you happen to know.

The distinction that matters here is between marketing *activities* and a marketing *system*.

MARKETING ACTIVITIES

- Things you do when you remember to do them
- Posting, emailing, attending events
- Generates results that stop when you stop
- Tied to your time and energy, not the business

A MARKETING SYSTEM

- A structure that attracts consistently
- A clear message, a consistent channel, a way to capture interest
- Builds over time – each piece compounds
- Works even when you're delivering for other clients

A system needs four things: a clear message about who you serve and what problem you solve, a consistent channel where your audience already is, a way to capture interest before someone is ready to buy, and content that builds trust over time – not just content that sells.

You don't need to be everywhere. You need to be consistent where your clients already are. One channel you show up on reliably will outperform five channels you touch occasionally.

Marketing that attracts is built on value and consistency. Marketing that chases is built on urgency and volume. One of those compounds over time and builds something that outlasts your effort. The other exhausts you and produces nothing lasting. Both require your time – only one gives it back.

06

A Sales Process That Doesn't Require You *in Every Room*

If you are the sales process, you don't have a business — you have a job that only works when you're personally present. The goal is to build a structure that can move someone from interested to client without requiring you in every conversation.

This is not about removing yourself from relationships. It's about removing yourself from logistics. The relationship — the human, trust-building part — is where you belong. The scheduling, follow-up, intake, and proposal delivery are where a system should take over.

1 FIRST TOUCH

How someone finds you and what happens next. An automated response, a booking link, an intake form — something that captures the interest before it disappears. If the next step requires you to manually respond, you will lose prospects in the gap.

2 DISCOVERY

Understanding what the prospect actually needs. This should have a structure — a set of questions you ask consistently, not a conversation you improvise every time. Consistency here improves the quality of your decisions and the accuracy of your proposals.

3 PRESENTATION

How your offer is communicated. This should be consistent — a clear document, a recorded overview, a structured conversation — not recreated from scratch for every prospect. Your best presentation, repeatable.

4 FOLLOW-UP

What happens when someone doesn't respond. Most sales are lost here – not because the prospect said no, but because there was no system to follow up and they moved on. Two to three follow-up touchpoints is standard. Most businesses do zero.

5 CLOSE

The clear, frictionless path to becoming a client. A contract link. A payment portal. A next step that doesn't require another conversation to initiate. Make it easy to say yes.

Start by documenting what you already do. Write down exactly what happens at each step right now. That documentation is your process – it already exists. The next step is deciding what gets automated, what gets delegated, and what stays with you.