

# MULTIPLE REVENUE STREAMS

A long-term business model should NEVER only have one revenue stream.

Having only one revenue stream is a recipe for disaster. Why? Because, if that revenue stream starts to dry up, then you're screwed.

## SO, WHAT THE HECK IS A REVENUE STREAM?

Simply put, revenue streams are the different avenues you utilize to bring money into your business.

For instance, if you sell hand-knitted items on Etsy, other revenue streams could include:

- Selling your hand-knitted items on your own website.
- Selling your hand-knitted items at 4 craft shows per year.
- Teaching your craft locally.
- Teaching your craft online.
- Publishing an ebook or book that includes your top knitting tips along with 10 tutorials.
- Selling downloadable PDF files of some of your knitting patterns.

All of the above include knitting—your area of expertise. But, it will mean more money coming in, and money coming in from different directions. This way, if something happens and your Etsy sales start to dry up, you've got other things to fall back on.

## EXERCISE

In order to grow your creative business, you've got to:

1. Analyze your current numbers.
2. Brainstorm potential money-making revenue streams that relate to your niche and expertise.
3. Set goals + create a plan of action.
4. Repeat with the next three entries from that month.
5. Include those actionable steps on your calendar.

# FINANCIAL ANALYSIS

ANALYZE YOU CURRENT NUMBERS PER REVENUE STREAM

	RS1	RS2	RS3	RS4	RS5	RS6	RS7	RS8
january								
february								
march								
april								
may								
june								
july								
august								
september								
october								
november								
december								
<b>TOTAL</b>								

# REVENUE BRAINSTORMING

MORE THAN ONE WAY TO BRING IN DA'MONEY HONEY

current revenue streams

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potential revenue streams

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notes



# REVENUE STRATEGIES

CREATIVE ACTION PLAN TO TACKLE EVERY REVENUE STREAM



## instructions

Use this worksheet to create monthly to do lists for each of your revenue streams. Keep your tasks actionable + bite size + concrete + quantifiable + managable.

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