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GROWTH Strategies

Advisory Minute

Your Business Partner for Success

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What's the point of building a business if you don't build-in Residual Income? Don't make this mistake while building upon the foundation of your business!



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4 Ways to Turn Your Bsn Into a PROFIT Center



Congratulations are in order if you've got at least ONE reoccurring - continual income stream flowing into your business.

What I'm talking about here is, you went out and got the business once, and from that point forward you've got some *continual revenue stream* coming back to you.

Not sure how to do one that fits your business model, or need an

additional income stream...?

Well, let's look at **4 WAYS** you could implement that revenue stream:

1. **Institute a Maintenance Program**

Whether you provide a Product or a Service, look to see how you can implement a **BENEFICIAL** service that caters to the ongoing needs of your clients.

(If you currently have one, this would be a *great* time to reevaluate it - to see if

an additional package could be added, or additional value can be added!)

For example - If you sold an air or water purification system, you could institute a discount on filters (packaged in a bundle) when they go onto an automated monthly re-ordering program.

Or - if you sell furniture office equipment, there are many complementary items your clients use up in their office within the course of 30 days. Could you create packages, get them a good discount, and have them repurchase from you monthly or quarterly?

2. **A Special Club**

It's obvious from COSTCO, Sam's Club and even American Express that there are perks from joining their special club.

Fortunately for you, you're probably able to do much the same thing!

How about creating (and naming) a special - *EXCLUSIVE* - club that provides your members a very valuable and beneficial membership for a monthly, quarterly or annual fee?

Could you give your members an exclusive discount, access to partners (with a discount or added value), free information, extra service, extra attention, special access, etc?

3. **Educational / Resourceful Information**

I'll bet right now, even as we speak, you've got EXTREMELY valuable and insightful information that would be very beneficial to your clients and circle of influence.

That information may be currently inside your brain, on your laptop, within your trade journals, accessed from your company or industry associations, etc.

Why not build up the VALUE and BENEFIT of that information (from the perspective of your prospect or client), and create an online vault that you charge for and regularly update and add to?

That would be very valuable for introducing prospects at a lower introductory level to you, AND keep clients more closely tied to you!

4. **Resell Back to Your Clients**

This strategy is just flat out - proactively - selling your products and / or services back to your past clients and customers.

If you primarily sell a product, can you add a service to sell back to them?

If you sell a service, what product(s) can you resell back to your clients?

Don't have anything to sell...???

Find a complementary service through another provider that you can take percentage sales from that are sold back to your GOLDMINE base of clients!

Please feel free to Forward this on to 4 or 5 of your clients, business partners or networking contacts who can benefit from this information. They'll appreciate you thinking highly of them!

To Your Success!

Stephen H. Jones

Stephen operates **Growth Strategies** which provides Sales & Marketing strategies, with a marketing structure for small business owners.

Contact us *TODAY* at **770.601.0949** or **800.261.5034**, via e-mail at sjones@growthstrategies.us or on the Web at www.growthstrategies.us for assistance with your business.

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