



Throw a...

PROFIT PARTY

5 fun-filled ways to increase
cash flow in your business

part 1

REVENUE IDEAS

	Product Based Business	Service Based Business
Add an Upgrade	<p>Create an added value product that is available exclusively as an upgrade at checkout. Do not sell it separately and change it up seasonally.</p> <p>Example: If you sell candles, find (or manufacture) a really beautiful candle snuffer that feels on brand for you. It should be higher end than any candle snuffer you sell currently and feel like a really special buy that can't be missed.</p>	<p>Create an add-on service that is available exclusively as an upgrade upon booking or in person. Make sure it is luxe, high value.</p> <p>Example: If you are a hairdresser, add a hand and arm massage to any color treatment.</p>
Wholesale	<p>Create a line of 5-7 EXCLUSIVE products that are wholesale only. This could range from small adjustments like fragrance or packaging to larger adjustments like completely new products.</p>	<p>As a service provider, you can do this by finding a product that you use regularly and putting an original spin on it. Alternatively, you can create your own retail line that leaves WAY more room for profit than purchasing from a known brand.</p>

part 1

REVENUE IDEAS

	Product Based Business	Service Based Business
Subscription Box	<p>Recurring revenue lays a foundation that will set you up for financial success. Identify a space inside of your business where customers could benefit from a regular subscription. This could be a monthly self care box, weekly ideas for creative play with their kids, quarterly accessories box or anything in between. This is another opportunity to create exclusivity by offering products or services that aren't normally available through your business.</p>	
Digital Product	<p>Does your ideal client have a problem that relates to your business? Solve it with a digital product!</p> <p>These can be simple and low cost, but have the potential to bring in massive revenue. Examples of a digital product include a tidy home checklist for \$5, an at home facial workbook for \$15 or even a prerecorded meditation for \$11.</p>	

part 3

REVENUE IDEAS

	Product Based Business	Service Based Business
Teach a Workshop	<p>This is my absolute favorite way to increase business revenue. Why? Because it fosters in person connection, allows you to stack revenue and brings in new customers who are unfamiliar with your business. That's why we're going to dive a little deeper into what it looks like to build a workshop and why it has the potential to be a huge moneymaker for your business. You in? Let's go!</p>	



HOW MUCH \$ CAN I MAKE FROM A WORKSHOP?

- Example 1: Earring Workshop

- Costs
 - Venue: FREE (yes, you can get a venue for free!)
 - Food: \$10 per person
 - Materials: \$15 per person
 - Insurance: \$100
- What They Get
 - 2-3 pair of handmade earrings, refreshments, community, opportunities to shop
- For 10 Attendees
 - \$100 (food) + \$150 (materials) + \$100 (insurance) = \$350 total cost
 - \$65 per person = \$650 income = **\$300 total profit**
- For 15 Attendees
 - \$120 (food) + \$180 (materials) + \$100 (insurance) = \$400 total cost
 - \$65 per person = \$780 income = **\$380 total profit**

- Example 2: Aromatherapy Blending Class

- Costs
 - Venue: FREE (yes, you can get a venue for free!)
 - Food: \$10 per person
 - Materials: \$10 per person
 - Insurance: \$100
- What They Get
 - Reed diffuser and car diffuser with custom blended aromatherapy scents, refreshments, community, opportunities to shop
- For 10 Attendees
 - \$100 (food) + \$100 (materials) + \$100 (insurance) = \$300 total cost
 - \$75 per person = \$750 income = **\$450 total profit**
- For 12 Attendees
 - \$120 (food) + \$120 (materials) + \$100 (insurance) = \$340 total cost
 - \$75 per person = \$900 income = **\$560 total profit**

HOW MUCH \$ CAN I MAKE FROM A WORKSHOP?

- Example 3: Roundbrush Your Hair at Home

- Costs
 - Venue: FREE (yes, you can get a venue for free!)
 - Food: \$10 per person
 - Materials: \$3 per person (your salon should already have roundbrushes - if not you'll need to invest)
 - Insurance: \$100
- What They Get
 - The ability to do their own hair at home, confidence, community, opportunities to shop
- For 10 Attendees
 - \$100 (food) + \$30 (materials) + \$100 (insurance) = \$230 total cost
 - \$55 per person = \$550 income = **\$320 total profit**
- For 12 Attendees
 - \$120 (food) + \$36 (materials) + \$100 (insurance) = \$256 total cost
 - \$55 per person = \$660 income = **\$404 total profit**

choosing a workshop topic ...

1. Make a list of topics you'd like to teach

3. Poll your audience using social media and email to see what kind of workshop they'd like to attend based on your top three

2 Pick Your Top 3

GETTING PEOPLE THERE

The biggest reason I see business owners not teaching workshops is because they are worried they won't sell out. Here are a few of my favorite tips to help you sell out your workshop!

1. Ask your venue to market for you and give them a commission for every booking they bring in
2. Tap into your business network by asking your brand reps and raving fan customers to talk about the event
3. Put up fliers (seriously...this works!)
4. Attend a few networking events where you are focused on selling workshop tickets
5. Encourage anybody who attends to bring a friend and offer an incentive



So there you have it! The framework for building additional revenue streams into your business is all yours! The next step is to get right to it and start planning!

And if you need a little more support creating a workshop plan that is customized to your business, I'd love to help!

Hey there! My name is Jessica Guzikowski and I'm a decade long marketing expert who specializes in working with small business owners just like you. It's my priority to help you find effective ways to increase your sales AND your paycheck.

If you want to incorporate workshops as an additional revenue stream in your business, then click the button below to sign up for the masterclass. During this class, you will learn all the things you need to know to start hosting workshops that serve your customers and make you money.



XOXO jess

[SIGN UP HERE!](#)