

Re-Assess Your Revenue

Lots of things happen at the beginning of starting a business. In the first few months a company will focus on trying to get any type of income, which often means that they are offering up to 10 different product or services just to see what works.

However, this can be difficult to deliver well to all of your customers and it can be exhausting. Plus some areas of your business make a lot more money than others, and often should be focused on strategically.

Every few months it is good to sit back and assess where your company is actually making its money, and refine what you have.

Overtime your 10 revenue streams should fall below 5.



TIP: Checking that you are on track every few months is a good idea.

Business Solver Modules:

- ❖ Choosing Revenue Streams
- ❖ Picking a Target Market
- ❖ What's The Right Business Model?

