



presents

ENTREPRENEURS PATH TO CASH

Turn your expertise into money!



Income Idea Generator!

Below is a short list of 20 ways you could leverage **your #1** talent, skill passion, or expertise into new sources of income. Again these are idea starters.

1. Micro Coaching/Training - 20 minute coaching call sessions delivered by Skype or Telephone or delivered by email
2. Micro Continuity or Membership Sites
3. _____ of The Month Club (Interviews, Training Lessons) MP3, Video or Physical Products
4. Weekly Lesson Program deliver by email or timed released on a website
5. Coaching/Info Product Program (offer your info product as a bonus in conjunction with your one-on-one or group coaching/consulting services)
6. ebook or Physical Book
7. ebook tied to a Monthly Online Coaching Program
8. Monthly Print Newsletter
9. CD/DVD of the month
10. Membership Website
11. Informational interviews Packaged & Sold As CD's, MP3's, Transcripts
12. DFY (Done For You) or DWY (Done With You) Coaching /Consulting Programs, or Services

13. Single Topic Teleseminars or Webinars
14. Teleseminar/Webinar & Live Event (one day up to three days)
15. Teleseminar/Webinar Series) & Physical Product
16. Private Forum Websites Lessons, Tutorials, Private Access
17. Private or Group Retreats
18. Certification Programs
19. Online Mastermind Groups
20. Retooling An Existing Program, Product or Service For A New Audience
21. Joint Venture Alliances

Bonus: Raise Your Prices to your existing services by adding more value to your customer by using any of the ideas suggested above.

For example, if you sell coaching or consulting services to book authors, consider creating a joint venture with an book editor (**Income Generator Idea #20 - Joint Venture Alliance**) and offer this as an up sell or bundle it with your existing service.

If you have a step-by-step system that helps your clients or customers get results, instead of worrying about competition create an opportunity to train people who want to learn how to do what you do and create a certification program (**Income Generator Idea #18 Certifications Programs**)

If you're struggling to get your ebook done and out the door but you have tons of notes and outlines, offer the contents of your ebook as a paid teleseminar/webinar or series of calls. (**Income Generator Idea #13 Single Topic Teleseminars or Webinars**)