

INCOME OPPOTUNITIES TASK

Hey peeps!

Identifying new income opportunities

I want you to make a list of all the products and services you currently offer, or plan to offer in the future.

From this list, brainstorm a bunch of other products or services that you could also possibly offer. Think of as many options as possible. For each product or service you come up with, try to think of another complimentary product or service that might solve a pain point for your customers.

There is nothing too crazy or out-there in this list, we want to throw down every possible idea you might have.

If you are only offering products, are there opportunities to offer any services? Or vice-versa?

Go through your list and put a star next to your top ten that fit with your brand, and compliment the other products or services to form a cohesive suite. Do these all resonate with you? Do they fit with the message of your business? Are they your passion work?





Current Products / Services

List everything you currently offer

Products

Services

Future Products / Services

List everything you can think of that you *could* offer

