

## CREATING LEVERAGE

Mode	Focus	Transactional	Leverage
Speak and Write	Telling	<p>Sell a \$30 book at a conference/event/speaking conference and through your website</p> <p><i>Sell 10,000 books at \$30 = \$30,000 for the life of the book (excluding production costs)</i></p>	<p>Build a membership site and sell \$990 annual membership</p> <p><i>Assuming 100 people are engaged per year, you could make \$100,000 per year on the site</i></p>

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If you have any questions, please call 0800 CHAMBER (0800 242 623).

DATE: MARCH 2015

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Trainer	Showing	<p>Sell yourself as a trainer for \$4000 per day</p> <p><i>\$4000 per training day</i></p>	<p>License your IP into an organisation by first training internal trainers in your IP then running a per head license agreement every time they run the programme</p> <p><i>Upfront investment of \$5000 per trainer and 6 trained (\$30,000 one off, then \$500 per person who attends the programme – if 250 attend the programme over its lifecycle, a further \$125,000 in revenue</i></p>

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Mentor	Showing	<p>Sell mentoring packages of 10 private sessions at \$500 each</p> <p><i>\$5000 per person you mentor per year</i></p>	<p>Run quarterly group mentoring sessions at \$12,000 per year. Mix some one on one &amp; the 4 major group days</p> <p><i>Assuming 30 people enrol each year you have a \$360,000 cluster to add to your revenue</i></p>

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Mode	Focus	Transactional	Leverage
Facilitator	Asking	Sell your facilitation at a day rate of \$4,000 per day & get 3 days a year through a company  <i>\$12,000 per client</i>	Run residential retreats with a \$2500 per head cost per weekend and get 55 people to attend  <i>\$137,500 per retreat</i>
Coach	Asking	Sell coaching packages to individuals in organisations  <i>\$10,000 per 8-12 sessions sold.</i>	Certify coaches in the use of your methodology with a upfront investment per coach of \$10,000 and a further \$5000 per year license fee for the commercial use of your ideas <i>12 people a year do this- \$180,000 per year</i>

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