



How to Choose the Right Revenue Stream
Business Strategy Bootcamp (Episode 6)
WORKSHEET

Your task is to fill in the table below by performing the following steps.

STEP 1: List out your potential revenue streams. List out all the different ways you can generate money. What are different business ideas you have had? What are difference products or services you can sell? Write them all out. Here are some examples:

- Merchandise
- Consulting
- Selling advertising space
- Selling a service
- Opening a brick and mortar store
- Creating an ecommerce business
- Passive income businesses
- Writing a book
- Donations
- Appearances
- Sponsorships

STEP 2: Analyze the list. For each of the revenue streams, mark “Yes” or “No” to the two questions. You are identifying the “Potential” and “Scalability” of each revenue stream.

STEP 3: Select your best answer. Select your top revenue stream that has the potential to generate the most value. This should have two “Yes” answers.

Fill in the table:

<u>Revenue Stream</u>	<u>Potential to make large amounts of revenue</u>	<u>Can the business scale without You?</u>