

Growth School[®]

with Erica Wolfe-Murray



Section 3 - What are you selling now and what could you be selling?

People pay money for a wide variety of different things. We all earn money in a range of ways, whether we run a creative venture or something different. This section of Growth School considers how you earn money now and how you could earn money in different ways in the future.

I understand that for some creative practitioners the notion of earning money is not what they want to be considering – but everyone has to pay their bills. So this section looks at how to best approach this.

We will be considering what you are 'selling' now and what you could be selling in the future. But first we need to consider the five main things that people pay for.

• • • • • Five things that people pay for • • • • •

• In the main these fall into five categories:

• i. Service

- When people pay you for a service, they are effectively buying your time, whether you are a designer, a consultant or whatever. The more experienced you are or the rarer the service you offer, the higher amount you can charge for your time.

• ii. Intel/data

- Every venture, no matter how small, has a range of intelligence/data that can be interpreted in different ways. Much of intel/data's value sits in understanding people's *behaviour* and then using that behavioural insight to generate a revenue. For example: if you see that a blog post on your website or social media is gaining a vast amount more traffic, look for the key reasons, then consider if there is a revenue generating opportunity from this insight.



iii. Customer/clients

Each of us and each business has a different audience and knowledge about our customers and clients. Is there a potential opportunity in harnessing access to these people or organisations? Social media providers can help you do this through affiliations and links, but so can local hubs and workshops.

(Don't forget to refer to the list of people & companies who have paid you in the past from Growth School Section 1 Exercise 2 to help inform your thinking on this.)

iv. Knowledge

Earning income through knowledge can be done in myriad ways – through running skills workshops, online courses, consultancy, lectureships etc. By understanding the value to be found in what you know which others want to learn, you can generate income as well as a growing client list.

(Refer to the list of what you have been paid to do, and also your skills from Growth School Section 1 Exercise 2 to remind yourself of your areas of knowledge.)

v. Product

All of us are familiar with how a product can earn money through a direct sale or sale to a third party such as a store. However, most products have to be produced before they can be sold. And this production process costs money *before* you earn an income – whether you are growing cabbages, staging a festival or making shoes. So this initial investment needs to be factored into any business plan.

(These five areas are covered in the Simple Tips, Smart Ideas book pdf : page 56)

Review how you are earning money in your practice now - exercise 4

It is a useful exercise to go back over the last 2-3 years to look at the different ways you have earned money recently. You could just have one key revenue model, or you could already have a combination of 2 or 3. And then calculate how much income each way of earning has brought in during each financial year. Is there one that is growing, or one that is diminishing? Do you understand the reasons for this shift?

Once you have done this, dig a bit deeper to consider *what you are actually selling* with each trade and identify the contributing factors to this. By doing this you will start to see the potential to earn additional revenues from the elements *contributing to what you sell*.

A way of breaking this down, unpacking your current offer and helping you understand what else could be of value to existing buyers or new buyers is to follow the process called SPICK+Span.

(See Simple Tips, Smart Ideas book pdf : 55-59)

SPICK + SPAN - exercise 5

Draw five columns as per this diagram on a big sheet of paper. Select the main way you currently earn and put this at the top of the lefthand column. For example, if your main revenue comes from running workshops, put Knowledge at the top of the lefthand column with 'Painting skills workshop' underneath – if that is what you sell. If you sell jewellery, put Product at the top of the lefthand column with 'jewellery' written in the column below. Then put the other 4 things people buy across each of the four remaining columns.

What you are now going to do is to unpack everything that contributes to this revenue model in the other 4 columns.

For example, if you sell jewellery, in the Knowledge column you would list 'metallic and stone materials', 'adornment design', 'intricate manufacturing skills' etc until you have got a thorough list. Moving on to Customer/clients you might list 'recently engaged couples', or 'multi-piercing people'.

Once you have completed all the columns, look at the answers in each to see if there is an opportunity to find potential new revenues or new markets that you hadn't spotted before.

Repeat this exercise for every way that you currently earn money to give you a bigger picture as to how else you could generate income – whether by yourself, with a partner, or in a joint venture.

You can see an example below of how I have started to use the SPICK + Span method to unpack my business coaching service...

Service	Clients/customers	Products	Knowledge	Intel/data

Service	Clients/customers	Products	Knowledge	Intel/data
business growth coaching	- SHEs - owner/manager	Book? ways to earn more revenues	- wide understanding of different <u>types of biz</u> - how to spot & remedy - seeing through their <u>potential</u> - making change happen - inspiring leaders of teams	- triggers for <u>contact in IP issues</u> Talks?

