

FIND: NEW REVENUE DRIVERS WITHIN REACH

Document Your Work So Far Take a moment to document the asset map you created on note.ly in the space below.

Existing Assets

My Ideas

Others' Ideas

Consider these asset categories.

What does your business already have?

- Tools
- Technology
- Expertise
- Partnerships
- Methodology or IP
- Inventory
- Equipment
- Supply Chain
- Real Estate
- Customer Base
- Raw Materials
- Other

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Next Steps, Part 1 Consider each asset that you documented on the previous page. In the middle column, list the development, investment and time needed to turn your existing asset into a sellable product or service. Describe the new solution in the right column.

Existing Asset	Development, Investment, and Time Needed	New Sellable Product/Service
<i>Add the asset that you're planning to repackage or repurpose.</i>	<i>Brainstorm the effort/investment required to convert your asset to this new format or purpose.</i>	<i>Describe the new sellable product or service that you will create.</i>

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Next Steps, Part 2 Prioritize your opportunities by organizing them into the quadrant that describes their required effort and the impact on your business goals.

High Impact

Low Impact

Potential for revenue, staff employment, social impact

Little Effort

Development, investment, and/or time required

Much Effort

Top Priority: Start Moving Forward	Low Priority
Only Proceed with Validation	Do Not Proceed

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Next Steps, Part 3 Ask your customers what they think. Schedule time to talk to users about their wishes, requirements, and fears. Hint: new pivots may mean new customers!

Step 1: Make a list of who you'd like to interview

Hint: Leverage current customers and friends of friends

People to Interview

-
-
-
-
-
-
-

Step 2: Reach out to schedule time to talk

Hint: Let people know how much you value their opinions

Example Script:

Dear Barbara,
My business Read Together is working on a new service to read books to children online. I'd value your input as a parent of a young child. Are you available for a 30 minute call next week to share your feedback?
Thank you, Anthony

Step 3: Talk to your customers and get their views on your new offering

Hint: Pay attention to wishes, requirements, and fears

Example Questions:

- Tell me about the last time you _____(experienced the problem your solution aims to solve)_____
- Describe a circumstance when you might use my solution. Why might you NOT use it?
- If you had a magic wand, what would you change about my solution?

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Next Steps, Part 3 Ask your customers what they think. Schedule time to talk to users about their wishes, requirements, and fears. Hint: new pivots may mean new customers!

Step 4: Take notes on the insights and big ideas that you receive during your customer conversations:

Step 5: After your conversations, document any changes or new ideas that you can incorporate into your solution: