

IMMEDIATE REVENUE DIVERSIFICATION ENHANCEMENT

12/14/11

NEWEST TRG LEADERSHIP TOOL

"Practical Means for Dealing with Difficult Times"

This section of our site features business tools and planning considerations designed to assist leaders for whom "just keeping up" is not good enough. These notes focus on sequences of thought and action intended to enhance the positioning of your group, both on a long and short-term basis.

Each week additional sets of Tools on a wide array of business subjects will appear. Your input is requested as to which Tools might be of interest to you. Requests will NOT create any form of obligation on the Reader who makes the suggestion, but will help us understand which subjects are of general interest.

Please check back weekly to review the next tool. Visit our [LEADERSHIP TOOLS ARCHIVE](#) for previous tools.

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PURPOSE

- Initiate thinking as to near term offering prospects of a group or individual beyond the immediate areas of focus
- To do so without significant expenditure
- DOES NOT REPLACE THE NEED FOR A FULL REVENUE DIVERSIFICATION PLAN

DEVELOPMENT (LIMITED/INITIATION ONLY)

- Set near-term targets for NEW AREAS OF CONSIDERATION
- Consider rolling/annual targets for New Areas
- Establish/Enhance Market Communication/Public Relations Process
 - Marketing Targets/sequence related to new areas with timeline and ownership
 - Adjust existing Website to include trial offerings
 - Develop applicable Press Lists from public sources
 - Draft Model/Sample Press Releases
 - Send trial releases and place on website

EXAMPLE OF PLAN ELEMENTS

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- **Objective 1** Grow the business so that no source is greater than 20% of total revenue (without reducing existing sources)
 - **Initiative 1.1** Define core existing business capabilities
 - **Initiative 1.2** Build list of potential new services and products lines
 - Full List
 - Initial Prospective
 - **Initiative 1.3** Identify range of potential new customers
 - Full List
 - Working Targets
 - **Initiative 1.4** Conduct market research and test projects to identify reception of working targets to new services
- **Objective 2** Plan for adjustment of Operations that does not negatively impact core business
 - **Initiative 2.1** Implementation processes that accommodates meeting current contract deliverables
 - Establish procedures for activating new processes/projects
- **Objective 3** Grow the business through 'select' Partnerships
 - **Initiative 3.1** Define 'desirable traits' we want to have in our partners
 - **Initiative 3.2** Identify partner entities that would benefit for joint approach to the market
 - **Initiative 3.3** Establish "Model" projects

EXAMPLES OF POTENTIAL NEW AREAS OF REVENUE

NOTE: SPREAD OF SAMPLES ONLY

- Internet/Web-use and site enhanced
 - Friends of Entity website
 - On-line Newsletter with Advertising
 - Develop and Market Electronic Distribution list
 - Entity Internet Game
 - Virtual NEW Entity
 - Advertising/Billboards
- Sponsorship of...
 - Newsletter Advertising
 - Picnic Tables/Shade structure
 - Users Group
- Media Support
 - e.g. Assisting National Association adjust Media Plan and Policies
- Renting portions of facility
 - Lease/Sub-lets

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- Concerts
- Theatre
- Nature walk with signage
- National/Regional/State University and College partnerships
 - Soliciting donations/bequests/et. al
- Forming The National Association of ???
- Premiums/Novelties
 - Apparel
 - Sports activities
 - Business tools
- Industry Library/Resource Center
 - Sponsored Cross promotion with Allied Groups
 - Gift Shop
 - Auctions
 - Art show
- Annual Banquets
 - Reaching through hotels

For additional information regarding IMMEDIATE REVENUE DIVERSIFICATION ENHANCEMENT, please visit our [Contact Page](#) and send us an Email or simply call us directly during East Coast business hours on our toll free number 1.800.97-REGIS (1.800.977.3447).