

PRODUCTS

CREATED BY STEWART SWAYZE

NINE PRODUCTS TO GENERATE MULTIPLE REVENUE STREAMS



FOR COACHES &
CONSULTANTS

WWW.STEWARTSWAYZE.COM



REVENUE STREAMS

1

AFFILIATE MARKETING

You're already creating content on your website and social media. Often, you mention/recommend products or services that you or your clients are using. You can start including affiliate links (not ads) to your blogs, videos, and content. If someone clicks the link and then purchases the product, you get paid.

2

WORKBOOKS / GUIDES

Your clients have big challenges and small challenges. Why not create a workbook to guide them through solving a small challenge? Offer it at a lower cost, but include subtle marketing copy to drive the purchaser to higher value items. Use it as a down-sell or cross-sell. Heck, it could become a loss-leader to stimulate sales your more profitable product or services

3

ONLINE COURSE

I'm sure you already know about online courses. They take time to create but once completed, you put the marketing on autopilot and generate revenue. Your goal doesn't have to be only generating revenue; I created a low-cost course on overcoming your fear of failure for entrepreneurs to primarily gain exposure. As of creating this document, I have 1,270 students and 4.34 out of 5 rating. Not bad! You can check it out below!

HELL YES! I WANT TO TRANSFORM
MY FEAR OF FAILURE!

50% Off since you downloaded this
guide

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REVENUE STREAMS



4

E-BOOK

Another example that you've probably heard or thought about. Then, you starting thinking about how long it would take to write a book. Damn! Way way way too long. Not the case. Enter Kindle (Amazon) Short Reads. Short reads are anywhere between 20-100 pages. That's it! If you wrote 2 pages a day, it would take you 10-50 days. Or, you could hire a ghost writer 😊



5

MEMBERSHIP SITE / PROGRAM

Simply put, you create a site or use a platform that charges a membership fee to access the content. This could be anything from a full-on website, Slack Group, Facebook Group, etc. You're already creating content for free. Start creating premium (paid) content. A little less digital b/c it's not passive, but if you integrate this into your process, your content becomes a revenue stream.



6


EMAIL COURSE

Sit down one weekend. Find a small challenge your customers are facing. Or, a topic you can teach. Create an automated series of emails that solve or teach. Then, build a marketing plan, automate the email series, and bingo! At the end of the series, up-sell, cross-sell, down-sell any other products and services.




REVENUE STREAMS

WEEKLY WEBINAR SERIES




Kind of like the email course, find a challenge or topic to teach. Develop a 6 week webinar series to walk client through. WAIT, this isn't digital and passive! Yes...yes it is! You do this once on your own, but you record the webinars. Then, you edit each webinar, and create an automated webinar series. Actually, you can even create an online course out of it too! Slap that course on Udemy!

SPECIAL REPORTS / WHITE PAPERS



You're an expert in a topic or industry. You have insight, knowledge, primary, and secondary research that's top notch! Sell it! Put together a monthly or quarterly report. Package the report as a product. Market and sell your reports and white papers. Give away a "small" portion for free, then for access to the rest of the report, have someone pay for it.

AUDIO COURSE



I won't go too deep on this one because it's the same as the previous course. However, let's say you're already podcasting. You have a few really good podcasts that you can add a little more too, maybe create a complimentary workbook, and package together into a series. Bam. More revenue.



THANK YOU!

THANK YOU ... OVER TO YOU!

I hope you found great value in this download. As you're building your coaching and consulting practice, always think about ways you can capture leads and monetize the products and services you are already creating.

If you need support, feel free to reach out to me. I wish you nothing but the best of luck! Get out there and "Become the Cause" of your life and success.





ABOUT

HI, I'M STEWART SWAYZE

As a Marketing Coach, I work with coaches, consultants, and entrepreneurs learning how to create compelling marketing plans to break through the clutter and create sustainable growth for their business.

As a Career Transition Coach, I support successful and ambitious professionals that are developing strategic and tactical options to outperform their peers and the market through career development or a career transition. Transitions include moving from employee to entrepreneur.

Either way, you transform and “Become the Cause” of your life, career, and success.

I am your confidential partner, advisor, sounding board, and coach. I guide you through exploring alternatives, opportunities, and weighing options.



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