# Chapter 10: YOU'RE LEAVING MONEY ON THE TABLE

***Companion Workbook***
**By Linda Pierce Boosinger**

A companion to Chapter 10, *"You're Leaving Money on the Table... And Here's Where,"* originally published in *Building Freedom: A Roadmap for Women Beginning Their Entrepreneurial Journey*, curated by Tina R. Johnson and Angela Goodman.

## INTRODUCTION

I really hope you enjoyed Chapter 10 and experienced a few of your own *"Aha!"* moments along the way! It's truly exciting for me to share some of what I've learned over the last 35 years in business.

I've designed, built and sold multiple businesses, served on government-appointed boards, worked in economic development and construction, acquired real estate and managed multimillion-dollar projects. But we all start somewhere, and we all grow and learn as we go. It's all those tips, tricks and insights we pick up along the way that can make such a huge difference in how quickly we find success.

After all these years, one of the biggest things I've learned is this: More money doesn't always mean more customers, more hours and more hustle. Sometimes the money is already there. We just have to learn where to look.

That idea became the foundation for some of my most popular business resources, including ***Making Money While You Sleep, Finding Hidden Money*** and ***Keeping Hidden Money.*** The ideas and strategies behind those resources, and this workbook, have changed the way I look at business and how we create opportunities for success.

You don't need a business degree or a brand-new idea either. I just want you to spend a little time looking at the business you already have with a different set of eyes. Because there's a pretty good chance you're leaving money on the table.

**Let's go find it.**

## HOW TO USE THIS WORKBOOK

Don't overthink this. You don't need a business plan, a new website, or even a new idea. In fact, for now, I don't want you creating anything. I want you to step back and look at the business you already have with a fresh set of eyes.

Think of your business as individual pieces and assign value to each one. Then look at the opportunities each piece could bring to the table. We usually build our businesses with one goal in mind, but along the way, other opportunities begin to show up. The question is: what opportunities have you been passing up without even realizing it?

By the time you finish these five steps, you should have real answers with immediate results.

## 1. SHIFT YOUR MINDSET

Sometimes we get so elbow-deep in our business, or mentally ten miles ahead of it, that we lose sight of where we were trying to go in the first place. And when you're moving that fast, it's easy to blow right past an opportunity along the way. Step back for a minute.

Don't think of your business as a building. Think of it as a map. There isn't just one road to your destination, and sometimes the opportunity you're looking for is sitting on a road you're already traveling.

Before you start looking for a new customer, look at what you already have in front of you. A client who probably needs something you could offer them. People always want to save time, money or effort. They already know you. They already trust you. And most importantly, they've already decided to spend money with you. So, what else do they need?

On my one-on-one consulting calls with business owners; this is usually where I start and you'd be surprised how often someone says, ***"Well, I already do that. I just don't charge for it."*** **And that's** exactly what we're looking for. Don't worry about what to charge, how to package it, or whether it could become another revenue stream yet. Right now, just notice it.

1. What are people currently paying you for?

2. What are customers regularly asking you for help, advice or something additional with?

3. What are you doing or providing for free because "it only takes me a minute" or you've simply always included it?

Don't solve any of it yet. Right now, you're simply looking for the opportunities you may have been overlooking or more so, **undervaluing**!

**2. DECONSTRUCT WHAT YOU OFFER**

Now take apart what you actually offer. Whether you sell a product, a service, knowledge, an experience, or a little bit of all of it, there are usually pieces inside the sale that you've stopped noticing. Maybe it's something customers value that you've always bundled in for free. Maybe it's knowledge you use every day that feels obvious to you but isn't obvious to anyone else. Maybe it's a relationship, introduction or connection that makes the customer's life easier.

The point isn't to start charging for every breath you take. It's to recognize the individual pieces that have value. You can't decide what should become another source of income until you can actually see what you've been giving away. Even if you decide not to charge for it, **give it a value.** It helps your client understand just how much they're getting from you, and it helps build confidence in yourself, your value and your brand.

1. What are the individual pieces that make up the product, service or experience you currently sell?

2. Which pieces do your customers seem to value, ask about or rely on the most?

3. What knowledge, access, introductions or extras are built into what you offer but have never had a price of their own?

**3. FIND THE HIDDEN MONEY**

Now we're going to look at those pieces differently. You already have a customer, whether you sell a service or a product. While you have their attention, what else can you offer that makes their life easier or solves the next problem? What are you already giving away and not charging for? Who are you routinely sending business to? And what do you know that people keep asking you to explain?

Hidden money doesn't mean inventing a completely unrelated side hustle. I'm not renovating homes by day and selling cupcakes out of the back of my car on weekends. The best opportunities usually stay close to what you already do: an add-on, a natural next product or service, a referral or partnership, or knowledge that has value beyond the work itself.

And then there's my favorite kind of revenue: the kind that doesn't require you to personally do all the work every single time. I call that **Making Money While You Sleep**. We'll save that conversation for another day, but for now, put a star beside anything you uncover that could potentially create income without requiring another equal hour of your time.

1. What else could your current customer naturally buy from you before, during or after the sale?

2. Where could an add-on, referral or partnership create income without taking you outside your lane?

3. What knowledge or expertise do people already come to you for that may have value on its own?

**4. GIVE YOUR GOAL A FACE**

I know, you're thinking, *"What the heck is she talking about?"* Here's what I mean. Making "more money" is a lousy goal because what does that even mean? $500? $5,000? $50,000? Instead, give that money a purpose. Give it a name, a number and a face.

In Chapter 10, I joke that mine is Italy, but it's actually a true story. If I decide I want to go to Italy next year, I know what that trip is going to cost. Now I have something real to work toward. I'm not talking about the income already on the books or money I was already expecting to make. I'm talking about finding or creating EXTRA income specifically for that goal. Once I can actually picture what I'm working toward, I naturally start looking for opportunities that can get me there.

1. My goal has a face. What is it?

2. Approximately how much "extra" money will it take?

3. What ONE extra sale, deal, project or opportunity could I close this week or this month specifically toward that goal?

Once you give the goal a face, you start looking for ways to make it happen.

**5. ARE THEY EVEN BUYING WHAT YOU'RE SELLING?**

"If you build it, they will come" is old thinking. Today, you need to test-drive your ideas, products and services before you build the storefront. Don't create a business, a service or even a product in a vacuum and then find out the people you thought would buy it aren't interested.

Before you "lay the first brick," create the logo, build the website, order the business cards or spend a bunch of money making everything look official, find out if somebody actually wants what you're selling.

And don't think in only one direction. Talk to actual potential customers. Ask questions. Listen to what they're asking for, what problem they're trying to solve and what they would actually pay for. Feedback from real potential customers is key. Your friends and family will probably tell you your idea is wonderful, and asking your dog doesn't count.

1. What exactly are you thinking about selling or offering?

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2. WHO would actually buy it, and what problem does it solve for them?

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3. How can you test it with real potential customers BEFORE you spend money building it?

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Validate the idea first. Get a paycheck. Then spend it.

Now, let's put it all together. Go back through your answers and look at what jumped out at you. What did you discover that you weren't charging for, weren't giving enough value to, or simply hadn't thought about as an opportunity before?

The extra-income goal I'm naming out loud is?

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The one opportunity I'm going to test first is:

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Okay, now you have some homework! Pick one thing and go do something with it. Make the call, ask the question, test the idea, update your price sheet, and close the deal. Don't sit here and turn this into another list of great ideas you never get around to doing. Good luck and good hunting**. Go find some money!**

ONE LAST THING...

If you enjoyed this workbook or even had one of those *"How did I not see that?"* moments, I would love to hear about it.

**Stay connected with me at**

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