

CHAPTER 10 COMPANION WORKBOOK

Find the hidden money in your business!

You're Leaving Money on the Table... And Here's Where...



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 WORKBOOK for Women Beginning Their Entrepreneurial Journey*, curated by Tina R. Johnson and Angela Goodman.

CHAPTER 10 COMPANION WORKBOOK WELCOME

INTRODUCTION

I really hope you enjoyed Chapter 10 and experienced a few of your own “Aha!” moments along the way! It’s truly exciting to share 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 along the way. 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.

You got this!

Best,
Linda Boosinger

CHAPTER 10 COMPANION WORKBOOK SUMMARY

Look at your business differently!

I hope Chapter 10 gave you a few of your own “Aha!” moments. After more than 35 years building businesses, working in construction and economic development, and managing complex projects, one lesson keeps showing up: sometimes the money is already there. We just have to learn where to look.

You don't need a business degree or a brand-new idea. Start with the business you already have. Look at its individual pieces, the people who already trust you and the help you already give away.

Let's go find it.

THE HIDDEN MONEY METHOD

Write directly in the response spaces or use the fillable PDF. Work through the five exercises in order. Keep your answers specific to one business or offer. Notice opportunities first; choose and test one before investing in it.

01 Shift your mindset

Notice what customers buy, ask for and receive for free.

02 Deconstruct what you offer

Separate the pieces and recognize what each is worth.

03 Find the hidden money

Explore add-ons, partnerships and knowledge-based income.

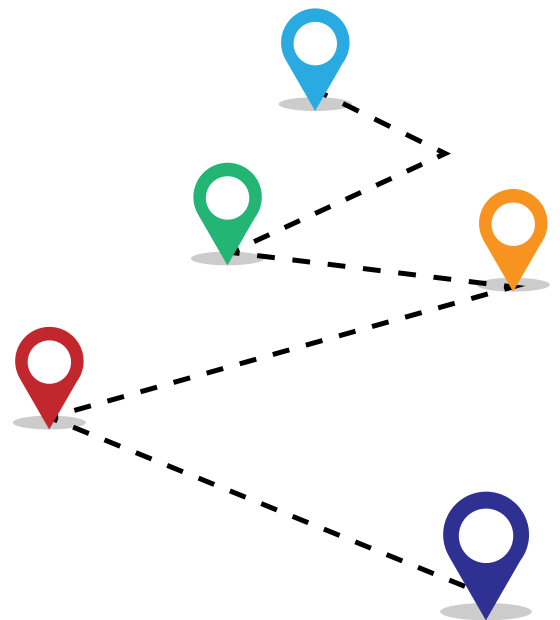
04 Give your goal a face

Name the reward and the extra money it requires.

05 Test before you build

- Ask real potential customers and choose a small test.
- Think of the journey in three parts: notice value, map opportunities, and test one idea.
 - The five exercises walk you through each part.
- By the end, you will have one named goal, one opportunity to test, and a concrete next action.

Results come from what you try next.



EXERCISE 1 OF 5



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. Step back. Think of your business as a map: there may be an opportunity on a road you already travel.

Your current customer already knows you, trusts you and has decided to spend money with you. What else do they need?

On my consulting calls, I often hear, “I already do that. I just don’t charge for it.” That’s what we’re looking for.

1. What are people currently paying you for?

Your response

2. What help, advice or extras do customers regularly ask you for?

Your response

3. What do you provide for free because it “only takes a minute”?

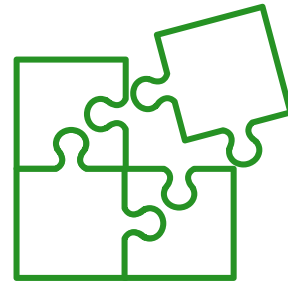
Your response

Pause before solving.

Circle one answer that surprised you.

You are noticing value—not deciding prices yet.

EXERCISE 2 OF 5



Deconstruct what you offer

Take apart what you actually sell: a product, service, experience or knowledge. Look for the pieces you have stopped noticing, including the introductions and extras that make your customer's life easier.

You don't need to charge for every little thing. Even when you keep something included, recognizing its value helps you explain what the customer is getting.

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

Your response

2. Which pieces do customers value, ask about or rely on most?

Your response

3. What knowledge, access, introductions or extras have never had a price of their own?

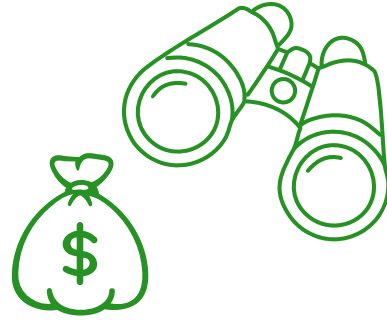
Your response

Mark the pieces in your answers.

Use (I) for included, (A) for possible add-on, and (P) for possible partner opportunity. These are possibilities to explore, not pricing decisions.

Example: Renovation project → planning advice (I) + optional design consultation (A) + cabinet supplier introduction (P).

EXERCISE 3 OF 5



Find the hidden money

Stay close to what you already do. I'm not renovating homes by day and selling cupcakes out of my car on weekends. Look for a natural next purchase, an add-on, a trusted partner, or knowledge people already ask you to share.

Put a star beside any idea that could earn income without requiring an equal extra hour of your time every time you sell it. That is a possibility to investigate, not a promise of effortless income.

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

Your response

2. Where could an add-on, referral or partnership create income within your lane?

Your response

3. What knowledge or expertise could have value on its own?

Your response

Which routes did you uncover?

- ☐ A natural next product or service
- ☐ A referral or partnership
- ☐ Teaching, resources or consulting
- ☐ A useful add-on

EXERCISE 4 OF 5



Give your goal a face

“More money” is hard to picture. Give that money a purpose. In Chapter 10, mine is Italy. A trip, a new laptop or time away with family gives you something real to work toward.

This is extra income for a specific goal—not money already on the books. Give it a name, an amount and a date to help you spot the opportunities that could get you there.

1. My goal has a face—what is it, and why does it matter?

Your response

2. Approximately how much extra money will it take, and by when?

Your response

3. What one extra sale, deal, project or opportunity could move me toward it this week or month?

Your response

Momentum check

A goal becomes more powerful when you know why it matters to you. Picture what reaching this goal will make possible, and how you will feel when you get there.

Keep your reason visible. When the work feels uncomfortable or distractions show up, your “why” is what will keep you moving. (If you have to, put a picture on your desk of the goal!)

EXERCISE 5 OF 5



Are they buying what you are selling

Before you build the storefront, test-drive the idea. Talk to real potential customers. Ask what problem they are trying to solve and what they would actually pay for.

Friends and family may tell you the idea is wonderful. Asking your dog doesn't count. Listen for specific needs and evidence of willingness to buy before spending money making everything look official.

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

Your response

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

Your response

3. How can you test it with real potential customers before you build it?

Your response

Make your test concrete

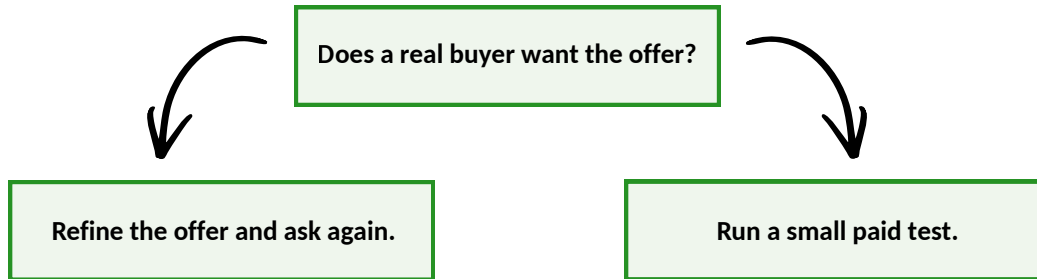
- ☐ Name a potential buyer
- ☐ Ask about willingness to pay
- ☐ Record what happens
- ☐ Describe one clear offer

CHAPTER 10 COMPANION WORKBOOK CLOSING



Choose one opportunity and act

Go back through your answers. What were you not charging for, not giving enough value to, or not seeing as an opportunity? Pick one thing to test.



The extra-income goal I am naming out loud

Your response

The one opportunity I will test first

Your response

My next action, the person I will contact and my deadline

Your response

Before you close this WORKBOOK

- ☐ I named my goal and one opportunity.
- ☐ I chose a small test and a date to review the result.

Make the call. Ask the question. Test the idea. Don't let this become another list you never get around to using. Good luck and good hunting. Go find some money!

**Had a "How did I not see that?" moment? I would love to hear about it.
Stay connected at myrdpros.com/lindaboosinger**

CHAPTER 10 - NEXT STEPS



Ready to go deeper?

You have looked at your business differently, named an opportunity, and chosen a first test. When you are ready to turn what you found into a clearer plan, *Linda's next-level resources can help you keep going.*

1

FIND HIDDEN MONEY RESOURCE GUIDE

Go deeper into the value already inside your business such as expertise you have not priced, services you have not named, customers you can serve more fully, and partnerships worth exploring.

2

KEEP HIDDEN MONEY RESOURCE GUIDE

Examine the other side of the equation: the habits, costs, systems and decisions that determine how much of what you earn actually stays with you.

3

30-DAY EXECUTION PLAN

Use a practical execution plan to choose one opportunity, define the offer, test it with real buyers and map your next 30 days.

*Found a “How did I not see that?” opportunity?
Linda would love to hear what you discovered!*

myrdpros.com/comment

Interested in a step by step walk through of your own business?

Book a one-to-one conversation with Linda to talk through what you found, identify the next move, and turn a promising idea into an executable plan.

EXPLORE THE RESOURCES + BOOK WITH LINDA

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