

LEVERAGE YOUR EXPERTISE ONLINE

5 SIMPLE WAYS TO CREATE NEW INCOME STREAMS
AND EXPAND YOUR BUSINESS



by Fiona Allman-Treen
FAT Promotions Ltd

Your Practical WORKBOOK ...to get real results



A 24 page
printable
workbook you
can use today!



A NOTE FROM THE AUTHOR

WELCOME TO A NEW WORLD OF BUSINESS

Hello!

My name is Fiona and I'm a website specialist. I've run FAT Promotions - a successful web design agency in the South East of England - for over twenty years, employing a fantastic team all over the UK to design and create websites our clients rave about - and I LOVE what I do!

Over the course of 2020 and the global impact of the pandemic on pretty much all industries, I've accrued a huge amount of experience in helping business owners in particular to identify ways to generate more revenue for their company to help them keep going and growing over that time. When you're in the thick of it, battling massive changes economically, socially, etc - it's *really* hard to see a way forward sometimes, so I'm proud that my team and I have been able to do just that - and that's what this eBook is all about.

In the next few pages, I'm going to share with you just five simple ways to unlock the hidden profit in your business through your website. The best part? This is all about leveraging your experience and expertise - what you already know - not creating or learning brand new stuff, you don't have time for that! These are practical, proven ideas we've applied to help our clients create new income streams that will keep your business flourishing through lockdown and beyond. Not sticky notes to patch over the cracks right now, these are ways to make money with what you already have for the long term, for your Company.

Let's dive in!

*from
Fiona
& all the team!*

Fiona Allman-Treen
Founder of FAT Promotions Ltd

p.s. I'd love to hear how you implement these ideas in your business! You can find out more about me and my Company at the end of the book and get in touch 😊

TRACKING YOUR PROGRESS

WHAT WE'LL COVER IN THIS BOOK

INSTRUCTIONS: We're going to work our way through five simple ways my Company has helped our clients unlock hidden profit in their business through their website, and find the ways YOU can do the same. Tick them off as you go:

- ☐ INTRODUCTION
- ☐ COMPLETE SECTION 1
- ☐ COMPLETE SECTION 2
- ☐ COMPLETE SECTION 3
- ☐ COMPLETE SECTION 4
- ☐ COMPLETE SECTION 5
- ☐ NEXT STEPS
- ☐ MEET THE AUTHOR
- ☐ HAVE A GLASS OF WINE!
- ☐ ENJOY THE REST OF YOUR DAY



SECTION *workbook* ONE



KNOWLEDGE IS POWER!

If you offer an advice service (such as coaching), or a service you normally deliver in-person, online consultations are the easiest way to provide that service to a far wider audience. Start by setting up an online booking calendar so you don't have to be on the phone all the time trying to arrange bookings when you're supposed to be holding meetings.

Get yourself a zoom account - with a free zoom account you can have up to 40 minute consultations at no cost to you and, if you can, tie it into an online payment system - really easy to do (someone like PayPal or your business bank should support you in this) - and that's it! You're all set up to now charge for your time on consultations, rather than wasting hours of your day in recurring "exploratory" sessions with prospects who don't convert to paying clients.

We guided an EFT Practitioner on how to deliver her sessions when she was unable to offer this service in person - she now delivers an online version to clients all over the world.

A word of caution: this is NOT for initial free consultations. If someone wants to work with you and wants an initial 20 minute discovery call to find out if you're a good fit for their needs, I would *never* suggest charging. This is purely for services you would normally deliver in person on a paid basis. Having said that, I have seen this offered as a "Pick Your Brains" session for those potential clients who have already had their discovery call but keep coming back to you time and time again for more detailed answers to specific questions and they're draining your time free of charge!



WORKSHEET 1

DELIVERING ONLINE

QUESTION: How will you adapt the way you deliver in-person to online?

e.g. instead of taking notes you could ask to record the meeting

IN PERSON

ONLINE



IN PERSON

ONLINE



IN PERSON

ONLINE



IN PERSON

ONLINE



SECTION *workbook* TWO



Online Shopping

SELL PRODUCTS ONLINE

There's a LOT of talk about internet shopping killing the high street, but this is a HUGE opportunity for retailers to open a whole new revenue stream!

Revisit your online or ecommerce options which you may have resisted up until now or seen as competition to your bricks and mortar outlet – but this could be an *added* way to reach more clients. Or you may already have an online shop setup but aren't doing much with it – how could you maximise that?

Use your social media to tell all existing customers (and new ones) that you're open for business 24/7 as they can buy from you online. Give lots of reassurance about secure online payment and safe, swift delivery – but be honest! Protect your reputation as a trusted source by getting the practical infrastructure in place first.

We suggested this for a Hairdressing Salon and they arrive every morning to an inbox full of overnight orders for hair care and colouring products, ready to send out.

If you don't already have an online shop, go on eBay and start selling that way – just remember to link your social posts to your eBay shop. For the gift market (jewellery, items for the home, etc), you can apply to sites like Etsy or Not On The High Street and benefit from their television advertising budgets – you may be asked for lots of information about your business before you're accepted (and remember there's commission to think about on all these options), but these are an easy way to get your stock off the shelves and out of the door.



WORKSHEET 2

SELLING PRODUCTS ONLINE

QUESTION #1: What delivery options will you offer? What costs are associated with each of these?

QUESTION #2: How will you handle returns and refunds?

In the UK, Distance Selling Regulations apply to ecommerce sales and you must ensure your website complies with these – always take advice. You may be able to get advice from your local Business Group If you're a member, such as Chamber of Commerce or Federation of Small Businesses.



SECTION *workbook* THREE



GOOD FOOD

TO GO!

Offering food orders made and paid online for collection from your premises was a lifesaver for restaurants and cafes during Covid restrictions – but can continue to work for you going forward.

You may hear tales of massive expense on developing your own online ordering system, taking months to create and launch – but there are systems already out there you can use at little or no cost! There are large organisations (with big TV advertising budgets, so you probably know who I'm talking about!), who would LOVE to deliver your food and drink to local customers at a hefty percentage fee, but search online for alternatives and there are many options for you which could be far cheaper.

One of our clients runs a small chain of restaurants and now offers online Click and Collect ordering through an existing online app, enabling them to take orders and payments throughout the disruptions of 2020. In fact, it was so successful that when they WERE allowed to open the doors again, they continued to offer this service on the traditionally quiet weekday evenings. Now they have that option going forward, instead of opening the restaurant to a half service, they cook to order – no extra staff costs, heat/light/power, etc – which massively increases margins.

If you already have a professional kitchen (and the team to run it), you have everything you need. Create a simplified menu (perhaps try out a Sunday Roast delivery to test the waters?), upload to a suitable app who won't charge a fortune, and start taking those orders!



WORKSHEET 3

GOOD FOOD TO GO

Name three major players in the online food delivery industry you've already heard of:

Look them up online - what are their fees to get started? What are the ongoing costs?

Now come up with three alternative ways you could tell your customers about this new service you're offering:



SECTION *workbook* FOUR



THOSE WHO CAN ...TEACH!

This is all about delivering online courses to teach others how to do what you do.

Perfect for hands-on businesses who don't have sufficient client bookings – teach others some of your basic skills and pique their interest in your subject, but also to promote you as an individual font of knowledge for your industry AND help you stay visible until you can physically get back out there.

If you're an expert in your field and you've been doing this for a while, people want to hear from you, particularly if you can help them with their key problems right now, with the key challenges they're facing.

We helped a language school switch to this method of delivery and now they can deliver focussed teaching sessions one to one but also to groups – all online – and be paid for a valuable session.

How long should these sessions be? Try offering different length live sessions to gauge whether people had their needs met within that time, then expand or contract for next time. As a rule of thumb, I find an hour is a bit long for most people (Zoom fatigue!), but 30-45 minutes gives you time to regroup before your next session or answer any questions.

It doesn't have to be LIVE training either - think about re-broadcasting paid webinars you've already recorded. Upload it to Eventbrite, connect it to your zoom account and then your PayPal account - three little steps and you have an ongoing income stream making money while you sleep.



WORKSHEET 4

THOSE WHO CAN - TEACH!

Write out your biggest fears or reservations around doing what you do in this way, make a list on the left below. Then, in the right column beside each one, write out why that's NOT true – as though you were arguing this in court!

FEAR OR RESERVATION

THIS ISN'T TRUE BECAUSE...



SECTION *workbook* FIVE

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PUT IT ALL IN WRITING

Whether you have decades of experience in your field, or whether you've only been running a year – there's a book inside everyone!

And it doesn't have to be daunting - eBooks were once scoffed at as “not proper books” but right now they are the number one lead magnet for your company - and they don't need to be hundreds of pages long. Offering an eBook of your experience – whether its workbook sharing step by step how to do what you do, or a narrative story sharing your experience and “things I wish I'd known” – **write it down.**

One client of ours had an incredibly successful blog, drawing thousands of visitors to their website and people were happy to register their details just to read it. They're now re-purposing a series of these blogs into a free eBook download to gauge interest in a specific topic they know, to reach out later with offers those subscribers WANT to read.

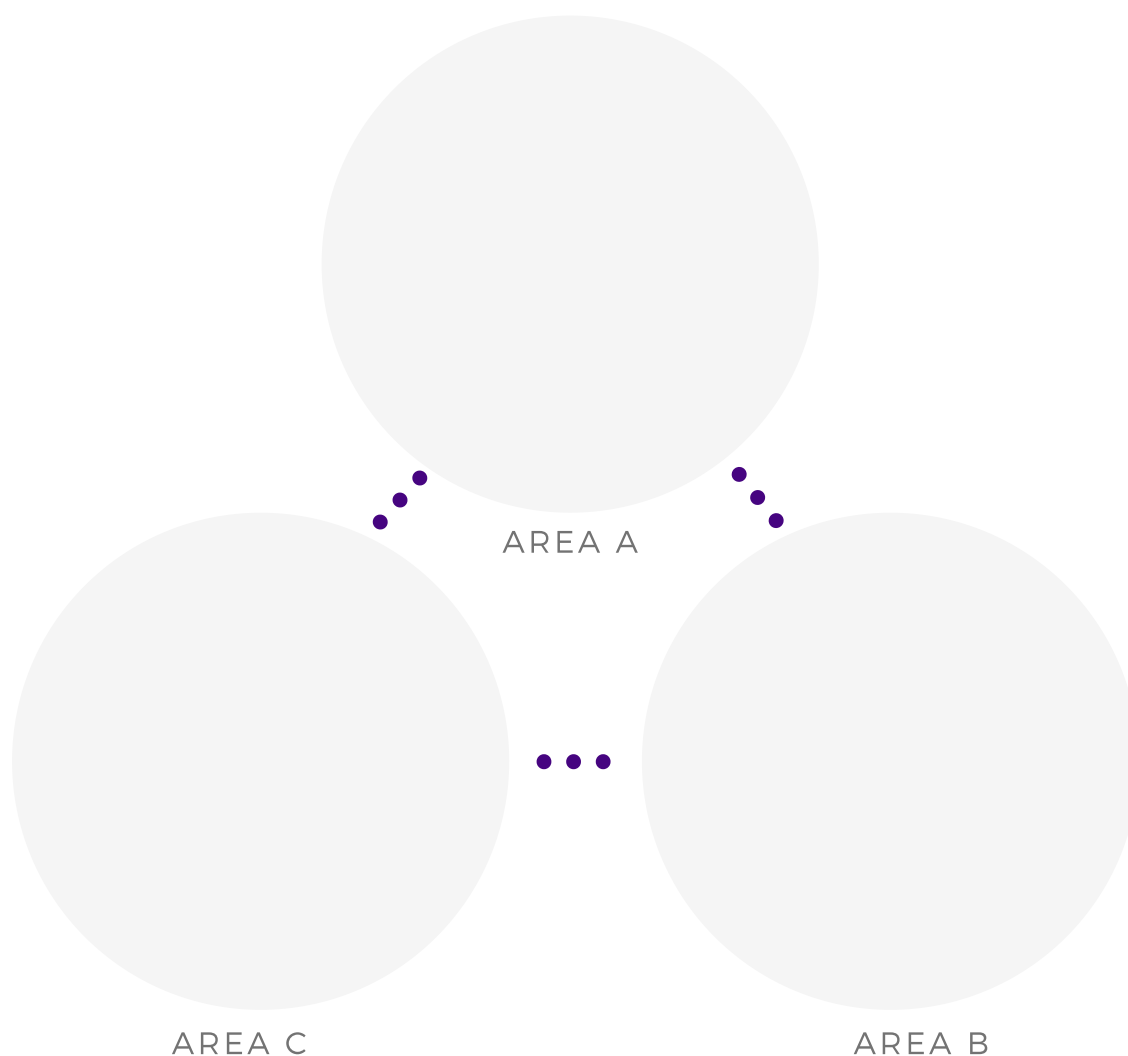
There are free templates all over the internet for you to download, drop in your written text and a few images and BANG – you have an eBook! You can then offer this as a free download on your website, in your social media, or send out to prospects – all to demonstrate your expertise in your field and attract new paying clients.



WORKSHEET 5

PUT IT IN WRITING

What are three topics or subjects in your life or business you know all about, are passionate about, have real experience of (even if how NOT to do it!) and could talk about for hours? This could be how to do what you do for a living, a life experience you've had in your career this far, the most common pitfalls to avoid in your industry, even a guide for new customers on how best to work with you! Somewhere in these three is your book:





NEXT *workbook* STEPS

NOW YOU KNOW

WHAT'S NEXT?

So, now that you have five quick ways to increase your income online *starting now* – what are you going to do with them?

If I've learned anything in over two decades running my business, it's that I only succeed in the things I finish – and the trouble with that is – I have to START! There are always fears / barriers / things I have to sort out first... but if you are ready to make a change in your business and embrace the new world of opportunity that is out there *right now*, I invite you to grab a coffee, turn to the next page and ask yourself two simple questions:

- ***Taking away all technical barriers, what do you ALREADY DO which could work in one of these five ways?***
- ***What difference would that make to your business?***

I really want to help you with this so, as an additional Thank You for downloading a copy of this workbook, I would like to offer you an hour-long dedicated Strategy Session - **normally priced at £349+vat** - to work through this together - **absolutely free**. That's how committed I am to helping my fellow business owners release themselves from the frustration of being stuck at their current level, and help you map out your route to the next evolution of your business.

To get started, simply email me at info@fatpromotions.co.uk and let's choose a date and time to plan your roadmap to website success!





WORKSHEET

HOW COULD I DELIVER (WHAT I ALREADY DO) ONLINE?
WHAT DIFFERENCE WOULD THAT MAKE TO MY BUSINESS?



MEET THE AUTHOR

FIONA ALLMAN-TREEN

Fiona Allman-Treen is an expert in strategic website design and online software systems to enable rapid, sustainable growth for business owners, public sector and charities globally.

Creator of the Rapid Growth System for Website Success, Fiona has become an established presenter and devout believer in encouraging entrepreneurship in young people since founding Hastings-based web agency FAT promotions Ltd in early 2001.

She also loves classic cars, red wine and plays the ukulele.

“If there's a book that you want to read, but it hasn't been written yet, then you must write it.”

HAVE QUESTIONS?

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**IF YOU DON'T
HAVE WORK -
HAVE PURPOSE**

**SOMEONE OUT
THERE IS WAITING
TO HEAR YOUR
MESSAGE**

