



## Episode #178 Transcript

### *“Get A Fast-Start In 2019 By Increasing Your Revenue Generating Actions!”*

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By Ken Newhouse

Hey everybody! Ken Newhouse here from [FunnelTribes.com](https://www.FunnelTribes.com) and I want to welcome you back to the [Get Clients Now podcast](#) ... *Where the one size fits all marketing model is dumb ... the client centric business model is king and the Sales Control™ system allows you to build your tribe with certainty.*

Now today's episode #178 ... It's January 2<sup>nd</sup> of this exciting New Year that we're in 2019 ... and today we're going to talk about Revenue Generating Actions. Now we'll get to what those are in just a second, but again, I like to refer back to some of the questions I've been getting from you guys and while I don't necessarily like generating marketing that's designed only to generate quick wins for you ... I do think there are times when you want to get a fast-start. As an example, like in the New Year where you can use different strategies and methodologies to generate some quick wins for yourself and your business ethically.

This is also something that's also going to be a benefit (obviously) to your clients, customers and patients. But Revenue Generating Actions are designed specifically to:

1. Give you quick wins
2. Give you a quick surge of revenue
3. Give you a quick surge of new clients, customers and/or patients so you can get up and running as quickly as possible in the New Year.

**So today, we're going to talk about Revenue Generating Actions that you should be taking every day in your business.**



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You know, it's really quite amazing when you stop to consider how many business owners, professionals, consultants ... (doesn't really matter) ... marketers, etc., who are in the process of applying for the FunnelTribes online community (or as an example) ... will become one of my private clients. And more often than not, they aren't implementing any Revenue Generating Actions throughout the course of each week in their businesses. So I want you to stop and think about this.

Imagine what happens in most businesses when there isn't a system in place ... where consistent Revenue Generating Actions are being implemented.

If you're like me, I don't have to tell you what's going on because you already know that there's gonna be a massive fluctuation in both the cashflow and the revenue for that business.

And again, if you'd like me and if you're like our most successful clients and our most successful members in the FunnelTribes community, you know that not having a consistent cashflow is going to hinder your opportunity to grow and add value to your business.

You know, I was looking at some stats the other day regarding this specific topic and I was amazed to discover that an unbelievable 91.4% of businesses are implementing Revenue Generating Actions a whopping five days or less per month. Think about that!... Five days or less ...



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per month.

Listen, you're in business (obviously to serve your clients, customers, and patients) ... but you're also in business to make a profit on purpose. And if you're only engaging in Revenue Generating Actions a whopping five days or less per month, stop and think about that stat.

***I want you to stop and really consider that.***

What's even more astonishing to me is that most of these folks actually believe that the actions they're engaged in are (in fact) Revenue Generating Actions. But in many cases, they're not actually doing anything of the sort.

So here's my question for you:

***If you're a person who's engaged in Revenue Generating Actions a whopping five days or less per month, what do you think that's doing to your bottom line?***

Hello?

Listen, when you're using a “feast or famine” approach to attracting new business, I've got some breaking news for you. You're constantly reactive rather than proactive, but you already know this. When you're “reactive”, it's incredibly difficult to plan for any future growth in your business. It's impossible to make any plans for your business when you're using this



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model, because ***you're constantly craving cash (OR) you're constantly looking out for the next deal*** ... which keeps you in a state of perpetual pressure.

***How does that pressure feel?***

***How do you like being in that state of perpetual pressure?***

***How do you like coming home at night and then having a conversation with your spouse?***

That's the last thing you want to do. You've got business on your mind ... you're under a lot of pressure and it's not easy to simply walk in the door and start talking “about your day.”

How are you sleeping at night when you're under this perpetual pressure? ... Pressure that's smothering you because you're not generating a consistent stream of revenue for your business.

I don't know about you (but in my opinion) ... life's too short to live like that.

So on today's episode I'm going to give you a solution, a proven solution from the Sales Control™ system for getting unstuck here.

So the key for getting yourself on track like right now, so that 2019 can be a very profitable year for you, is to set aside what I call *focus time*. Listen!... words have meanings. Focused time equals “dedicated time”. **It's a**



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hundred percent dedicated for Revenue Generating Actions in your business.

These are not actions that you will delegate to anyone (at least in the beginning).

Hear me very carefully. If you want to become more profitable than ever and generate consistent revenue in your business:

- So that you're not starved for cash ... \
- So you're not under lots of pressure ...
- So that you're not coming home and being mean to your husband or your wife ...

You need to set aside what I call *focus time* ... That's 100% dedicated for working on Revenue Generating Actions in your business. And those actions or activities are going to be 100% focused on:

1. On either opening the door (to new business). You know, activities that are designed to create opportunities for generating revenue or ...
2. Activities for increasing the revenue generating capabilities of your business.

Now, if you're unsure how to do this or if you need some help getting started, let me give you some suggestions that have worked very well for



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me ... my Clients and a majority of the Members in the FunnelTribes online community.

Here are some suggestions from the Sales Control™ system that'll give you exactly what you need to get started quickly with this. To begin with, one of the things that I'd suggest is that you pick out a block of time, maybe like an hour during the course of your day that you can reserve every single day of the week and like two hours on Saturday to focus entirely specifically and completely on Revenue Generating Actions.

If you'll decide to do this, can you imagine what'll happen at the end of the week? You got it. It'll have a massive positive effect. It's going to have an impact on you generating more of the things you want.

Specifically, what things am I talking about (that you're going to get) when you decide to do this? I'm talking about you quickly and consistently generating more business; getting *more* and *better* clients; selling more of your stuff; increasing your bottom line ... and how about this one;

Becoming more profitable in 2019 than you imagined possible can.

***“But Ken ... I don't have an hour ... (but listen) ... you've always given me great advice. So I'm on board with this (but Ken) ... I need some direction here.***

***I need an example or two of Revenue Generating Actions that are going to give me some results as fast as possible. Right. You're***



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***asking me for a lot. You're asking me for an hour a day, so I need something here (that I can sink my teeth into).***

***Something that's going to produce for me so I can actually ... even though you've always steered me right ... I need something, so I can hang onto this and actually do it. Can you shoot me a couple ideas here?”***

Of course I can! So, one (highly effective) revenue generating action you can take today is to simply contact your existing clients, customers or patients and offer them something new ... something you can sell them.

Now, don't discount this. Why? Because I've been recommending this strategy to my clients and the members in the FunnelTribes community for a long, long time. And it is always exciting because lots of them ... lots of these people come back to me after implementing this strategy and they tell me (first of all) how much they've sold.

And they almost always tell me this (with a bit of amazement in their voice). That's the part that's always funny to me. Seems kind of obvious to do this, but anyway, they're literally amazed, but they tell me how their clients, customers or patients told them:

***“Hey!... I didn't actually know that you did that!” (OR) “I didn't know that you actually offered that service or sold this product.”*** Think about



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that.

Now, I don't know if your clients, customers or patients are going to tell you that or not, but if they do tell you that, that tells me that you're losing the opportunity to educate these folks on the products and services you provide.

So if you want to generate quick sales and a surge of cash, I'm recommending that you go back to your existing Tribe ... your clients, customers, patients (at least once per quarter) ... and offer them a new product or service or a revamped product or service.

Now, I don't want you offering them something just because you're gonna make more money with this.

Listen, it is always a good idea ... (in fact) the only way you want to use this is to offer them something that “adds value” to the existing product or service they've most recently acquired from you or in my estimation, to the existing product or service that you'd consider the “primary or most relevant” to them doing business with you.

So whether you believe what I'm telling you now (or not) ... I'm giving you my word that this is a great way to generate immediate sales in your business.

Another thing you can actually do is to create an offer and send an email



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with the offer to 10 people and then follow it up. If you don't follow it up, it doesn't work, so let me tell you how it works.

The first thing you want to do is create a compelling offer. Now, once you've done that, then you're going to want to let your prospects or clients, and (I'd actually test it with both audiences) ... but you're going to want to let them know that you're doing this for a select group of people, of which there are included.

Now you're going to simply send them an offer and then follow it up. The great news here is that you're going to get immediate feedback on the offer. Now, how do I know that you're going to get immediate feedback? Because there are only two possibilities here.

1. They're going to see your offer, and if they like it, they're going to go ahead and take you up on it. Or ...
2. They won't take you up on it. If they say “No Thanks” or simply don't respond ... What have you lost? Nothing! You've gained valuable feedback though.

Okay! ... so you got some data on your offer ... but think about this. If they say “Yes!” ... you've now generated more sales that you otherwise wouldn't have had.



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So another very effective strategy from the Sales Control™ system you can implement is to get on the phone with *(existing clients, customers, or patients); warm prospects from your list; (or if you have prospects from your cold list) ...* and don't stop until you've made five appointments for yourself.

Go after the lowest hanging fruit possible, first. So active clients, customers or patients, inactive clients, customers or patients, maybe prospects. You've got a prospect list that's warm.

Maybe they've opted in for certain things but never purchased or maybe people who are cold. All right, you, you'll know the list better than I do as far as the people that are on it but start with those people first and don't stop until you've made five appointments for yourself.

Now, if you're a professional services provider, a consultant, a coach, a marketer, or small business owner, you guys get the idea here, right?

You get the picture, meaning that if you're in the business of generating sales ... or if doing presentations is a key part of your sales process ... then I would encourage you to make sure that you maximize your opportunity here to put yourself in front of people that:

1. Have the opportunity to purchase your products and services ... and
2. Have the desire to buy what you're selling ... and ...
3. Have the money to afford what you're selling.



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So, get on the phone and don't stop until you get five appointments.

Another thing about this, guys, just want to throw this in really quick. We're at the first of the year, so what do people do around the first of the year?

Well ... they make all these resolutions, not only personally but for their businesses as well. The earlier part of the year, the very beginning of the year is a really good time to get people, whether you're B2C or B2B ... realize that people are really excited about a lot of the resolutions they've made ... resolutions that'll wear off in about the next 30 days (for most of those people.)

It's like I was telling the beautiful and talented Lisa (my wife) yesterday at the gym. It was incredibly packed. We train at the YMCA ... and the gym was packed.

The place was totally packed, and I looked at her and I said: **“Hey!... you know what? In about 30 days, 90% of these people will be gone.”**

And every year it's the same thing. Right? Same in business. Get them while they're hot. Strike while the iron is hot!

**The first 30 days of the year is a great time to go after new business.**

Another incredibly effective strategy from the Sales Control™ system that I love to use for generating immediate sales is to pull out your list of old



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prospects. You know ... the ones who didn't buy?

Well you want to follow up with them and make them an *irresistible offer*. And when I say irresistible, I mean ***irresistible***.

Don't use one of your “buy one, get one free” losers here. Think about this for a minute. You're trying to get a new client, customer or patient. That's the goal. And for each one of those that you actually get, guess what? You're going to sell them more after you got them on the back end. So don't be a cheapskate here.

Make it a compelling “no brainer” for them. Right? So make your offer as irresistible as you can. If you'll create an offer (in fact) ... that makes them say to themselves:

***“Wow!... I'd have to be an idiot not to take advantage of this ...”***

You're going to knock it out of the park! You'd actually be amazed at the number of Clients and Members in the FunnelTribes community I have who are using a variation of this strategy very, very effectively.

They call up old prospects and say:

***“Hey Mr. Prospect ... did you make that purchase with somebody else or were you still in the market for the thing you and I were talking about?”*** And what do you know? The prospect ended up making the



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purchase right then and there. The other thing that's awesome about the strategy that I really, really love is that you're also going to get some great feedback from your prospects.

And like I said a minute or two ago, it's a very effective way to create additional sales opportunities ... a method for opening the door so that you can offer your other products and services to them.

Now, just to show you how effective this strategy can be, let me quickly tell you about a Client who sells Facebook advertising.

This person went back and did this for all the prospect she'd failed to sell our services to over the preceding six months. So everybody that she pitched (that didn't take her up on) her Facebook advertising services.

She went back to those people and guess what happened? She ended up getting a half dozen of these prospects to hire her and she generated over \$31,000 from her effort.

So don't be surprised when this will work for you. Use this methodology and don't be surprised (because sometimes timing) ... think about this guys ... the whole thing with time works the same for us as well.

Timing is an issue for people when they're making a purchase decision, so go back to some of your old prospects. Go back to as many as you can, make them an offer and I promise you you're going to generate immediate



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sales from this.

Okay... I'm going to go and wrap up today's episode, but if you truly want to give your business the best opportunity for growth and profit in 2019 ... you're going to need to make sure that you include Revenue Generating Actions (like the ones I've given you today from the Sales Control™ system) in your schedule every single day of the week.

You've got to be disciplined here.

Remembering that (obviously) ... you're in business to serve your marketplace ... so that you can help create dynamic and dramatic change in the lives of your clients, customers and patients.

**But you're also in business to make a profit on purpose.**

So for me ... for my most successful Clients and certainly the most successful Members in the FunnelTribes community, this key element (from the Sales Control™ system) is key to our success.

What I've given you today are key elements from the Sales Control™ framework that we use like clockwork in our businesses. You can do this, right?

All right, so you've been listening to today's training on this podcast. You've heard how important it is to invest an hour each day on revenue generating



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activities. You've heard me talk about several different revenue generating activities you can implement quickly and easily ... and you know that using the Sales Control™ framework for Revenue Generating Actions can be a great way to:

- Make more sales
- Generate income and
- Increase profits.

So if you liked today's episode ... if you liked the information I've shared with you ... and if you feel like this training delivered real value that you can use in your business (to generate more sales) and generate more consistent revenue ... then please let me (and others know).

You can let me (and others) know by sharing it on your favorite Social platform or emailing me with your feedback.

As I've told you before, and I'm going to tell you again, your feedback helps me create trainings just like this one.

So, your comments are (certainly) always welcome and they're greatly appreciated. I guess I'm going to go ahead and close with that, but if you'll implement another piece of the puzzle that I've given you today, I promise it'll help you get off to a fast start in 2019.



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Regarding our next episode, what do we have coming up?

I'm going to be interviewing Amanda Aschinger from [Solstice Production Video](#).

We're going to be talking about how you use video to attract super high quality, super high value new clients, customers and patients that's among other things and then convert them quickly and easily.

This is a jam-packed interview that I did with Amanda a few weeks ago and if you're like me, I know that you're absolutely going to love it.

In fact, I've actually implemented several the strategies that Amanda gave me since that interview and they're paying off for me quite well.

So anyway, I'll see you guys on the next episode. Look forward to it. It's a great interview and, uh, we'll talk to you then. Bye. Bye.