

REVENUE GENERATING ACTIVITIES

With Bonus
Monthly
Sales Tracker



apple ORCHARD™
CONSULTING

THE RGA WORKSHEET

(Revenue Generating Activities)

Hey, there, Scott Webb here. What the heck is going on you may be saying. I know, I know, the cover image is misleading.

The RGA Worksheet is about Revenue Generating Activities and what more relevant image could I think of than hitting the weights or gym.

Think of RGA's as your commitment to the "fiscal fitness" of your business. I mean, if you ever worked out or wanted to get fitter, lose weight or just be in better health, you never achieved it by winging it and being inconsistent, amiright?

So, putting in the reps, getting disciplined with your schedule and creating windows of time and effort that moved you towards your goal was critical.

On the following pages, I am going to give you some ideas, inspiration and an overall framework that helps me generate new leads, new sales opportunities and revenue for my consulting.

Let me know what questions you may have and as always, I welcome your feedback, and any success stories.

Enjoy this guide, and I'll see you in the gym, and the Apple Orchard.

Scott Webb - aka "the Refluencer"

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Text or call anytime - 303.900,4119



THE RGA WORKSHEET

(Revenue Generating Activities)

If you are struggling with income, revenue, filling your sales pipeline, or your calendar is not filled with prospects and appointments, print this out.

Also, we assume you are solid with your product and positioning. If not, reach out to me for a Product and Position Audit (small fee applies). scott@appleorchard.io

STEP 1: SCHEDULE IT. Make a time with yourself to do the RGA's

STEP 2: SCHEDULE IT. Oh, and SCHEDULE IT. Did I mention to SCHEDULE IT?

I think you see the point. How many doctors appointments do you miss? RGA's are **MORE** important than seeing your doctor. The idea is to schedule an appointment each day on your calendar that you are doing nothing but RGA's for that amount of time.

PRO TIP: Unless your RGA is texting prospects and clients, put your phone in another room.

STEP 3: TRACK ALL CONVERSATIONS, DOCUMENT AND CREATE A FOLLOW UP LIST

If you are like me, you may have more leads and prospects than you thought. I have at least 5 or more conversations online, answering questions on LinkedIn, and in my Coworking space every day.

Are you documenting every conversation, even informal ones in a CRM or at least a notepad Fred Flintstone? Did you talk shop at all? Did you make promises to send a summary of the phone call or conversation? If it was a formal "business" proposal, did you move the ball by declaring the exact next steps required? ("Let me know what you decide" is NOT a next step.)

STEP 4: CREATE A LIST OF THE 1 to 3 THINGS YOU WILL DO THAT DAY

On the next page is a list of many of the things you need to be doing DAILY. The goal is to show you a variety of RGA's. However, pick only pick 1 to 3 activities so you can remain focused and get better with each opportunity.

Now, schedule the chosen activity(ies) and spend your time dedicated to that chosen RGA. Don't pick phone calls, or text messages and then jump on LinkedIn for 5 minutes, and then write a letter, and then pick back up the phone, etc.

Think of your sets at the gym. Pick an exercise and do all the reps in the set, then move on to the next exercise.

LET'S PUT IT ALL TOGETHER ON THE NEXT PAGE



THE RGA WORKSHEET

(Revenue Generating Activities)

Okay, here is where the rubber meets the road. We are going to decide on Sunday evening what our SCHEDULED TIME and the 1, 2, or 3 RGA's we are going to focus on. Ready? Let's do this!

YOUR RGA's

- Phone Calls (it's back en vogue now)
- Text Messages
- Emails (not automated)
- Comment on their LinkedIn (real words)
- Send a Card/Letter
- Send a Survey
- Create a Video with a call to action
- Build a Helpful Worksheet (like this one)
- Create an Affiliate Offer
- Send a Voice Memo (iPhones are cool!)
- Create an Event (online or in-person)
- Ask a Prospect for Advice
- Create Your Own TV Show
- Interview Interesting People
- Add a Lead Magnet Pop-up to your website
- Collaborate with Somebody Else's List
- Reach out to Past Clients (Check-in)
- Say Hello to Your Orchard
- Finally, Volunteer Locally. THIS IS A HUGE!

SUNDAY - RGA Planning

MONDAY - RGA ACTIVITIES

TIME

TUESDAY - RGA ACTIVITIES

TIME

WEDNESDAY - RGA ACTIVITIES

TIME

THURSDAY - RGA ACTIVITIES

TIME

FRIDAY - RGA ACTIVITIES

TIME

STEP 5: CONSISTENCY IS CRUCIAL

You might as well refer to RGA's as Muscle Building Activities. If you don't hit the weights consistently, you will have nothing to show for it other than wasted time.

So, as with all habit building opportunities, you serve yourself well to start by not waiting until you "Feel Like It" or get "In the Zone." Rather, by making it a routine, heck, even a ritual as part of your life. These DAILY activities will reap you the rewards of consistent revenue, week after week, month after month.

Just remember this, what gets planted today, in season will grow. What gets watered will thrive, what gets nurtured will provide you a harvest of revenue. If you have even ONE client, you have an Apple Tree that is ready to produce fruit for you for years to come.

NEED MORE IDEAS? VISIT www.APPLEORCHARD.io TODAY!



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THE RGA WORKSHEET

(MONTHLY PLANNING SHEET - Print out monthly)

Finally, putting it all together with a MONTHLY GOAL FORECAST. On this sheet, you will write down your numbers. You know, the outcome you would like to achieve for the month. There are a gazillion references on the power of goals. You can use this brand new invention - I think it's called Google?

For the Month of _____ My Revenue Goal is \$_____		
My theme is:		
Website Traffic	Month Begin Website Visitors _____	
Week 1	Action Plan or Tactics	Success Y/N
	1.	
	2.	
Week 2	Action Plan or Tactics	Success Y/N
	1.	
	2.	
Week 3	Action Plan or Tactics	Success Y/N
	1.	
	2.	
Week 4	Action Plan or Tactics	Success Y/N
	1.	
	2.	
	Monthly Revenue Actual	

I find just writing down a few key numbers and actions steps moves the needle pretty good. As they say, fail to plan is planning to fail. Measuring the basics and having a goal is critical.

Feel free to text me at 303-900-4119, or email me at scott@appleorchard.io and let me know how it's going.

