8 New Ways to Generate Revenue
Greg Marsello, LERN
General Webinar Guidelines

- Today's webinar will be recorded. A link to the webinar will be available within the next 24 hours on Augusoft’s website.
- Please do not place the conference call on hold.
  - If you need to take another call, please leave the conference call and rejoin later.
- Please use the Questions function in your GTW menu to ask any questions.
Today’s Presenter

- Greg Marsello, LERN Co-Founder & Vice President
- Road warrior 50 weeks a year
- Helps lifelong learning programs succeed

“Information That Works!”
Agenda

- LERN & Augusoft
- Obvious
- 8 New Ways
- Questions & Answers
LERN & Augusoft

- Strategic partners
- Introduction and upgrading of Lumens
- LERN best practices
- Helping lifelong learning programs succeed
New to Who???
Obvious

- Be customer managers, not product managers
- Grow your business on repeat customers
- Let revenue generators generate revenue
- Price for profit...price breaks = 10%
- 30% Rule for product areas, market segments and delivery methods
8-Step Needs Assessment Model

- Last 3 years
- $100,000 or 5-10% of total revenue by year 3
- 40% operating margin by year 3
- 1,000-10,000 names to promote to or 25+ companies to sell to
- 1 new revenue stream for every $1,000,000-$1,500,000
New Revenue #1: Certificate Programs

- Reaching Generation Y...the future of continuing education
- Being the expert...jobs for the 21\textsuperscript{st} century
- Going online...can’t make it locally
View Progress for Manage Your MS Office Suite

Search for the Students by the search fields below:
For a complete Student listing, clear the Search fields, then press Search

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*- Student enrolled in this class using the Certificate Enrollment process*
New Revenue #2: Inbound Marketing

- Promotion mix...direct mail reducing
- Shift from pushing to pulling...SEO and technical assistance
- Drip campaigns...automatic reminders
Free White Paper Conversions
New Revenue #3: Merchandise

- Selling products and services...must be more than classes and contracts
- Providing add-ons...what else can be sold at the time or later
- Demonstrating your expertise and diversity
# Shopping Cart

We hope you had a great shopping cart experience. Thank you for Shopping at Lumens

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**Total** $169.23

**Discounts and Checkout**

- Apply Promo Code
- Apply Gift Code
- Apply Class Code
- Choose Additional Classes
- Checkout
New Revenue #4: Solution Selling

- Students...advising and job placement
- Clients...consulting and in-depth services
- Embedding your program...be the resource
New Revenue #5: Retention & Customer Service

- Resource getting people/clients to come back...growth of retention staff and actions
- Know the next course or service...be proactive
- GW grows by 400%
**Next Course Report**

By analyzing what other people register for in a course, the Next Course Report projects the next course the student should register for. The Referral Percentage is your option of only viewing Next Courses that exceed a certain percentage. Courses is your way of determining the number of courses per person you want reported. For example, I want to view Next Courses where the Percentage is 50% or higher.

Generating this report may take a substantial amount of time. You will receive an email once the report is complete. Make sure that the email at the bottom of this form is correct. You may leave this screen and work on other reports while the Next Course Report is being generated.

If the filter is set, you can turn it off by clicking the corresponding link. If the Filter is Off, click the "Set Filter" link to set a new filter.

**Filter is Off (Set Filter)**

---

**Referral Percentage:**

Courses: 1 2 3 4 5 10

My Email: support@augusoft.net

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You generated a report on 3/19/2014 at 4:26:39 PM. The report was completed at 4:26:54 PM. Click "Next Course Report by Student" to view the results.

- Next Course Report by Student - 4656 records.

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"Information That Works!"
New Revenue #6: Expand Teaching Pool

- You need good teachers and you need to work on getting them
  - Ask your current best teachers what else they can teach in different content areas
  - Ask them who else they know that’s a good teacher
  - Talk to local art and craft guilds and clubs
  - Talk to professionals at various meetings
  - New teachers bring new content and ideas...think Gen Y
  - Use recent program graduates
  - Talk to your local ASTD
  - Visit websites for the topic area
  - Drop into conventions, meetings, etc.
New Revenue #7: Provide More Services

- What will people pay for?
  - Coaching and mentoring
  - 1:1 training
  - Personalized certificate program
  - Exchanges
  - Tutoring
New Revenue #8: More Ideas

- If you don’t, have a contract training department
- Do one big event each year
- Offer webinars
- Summer camps
- Engage every generation in a rich way
- Capture trends and offer classes in trends
Questions
Thank You!

Want more information? Contact:

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- Kayla Anderson, Augusoft
  sales@augusoft.net
  763-331-8300