

8 New Ways to Generate Revenue

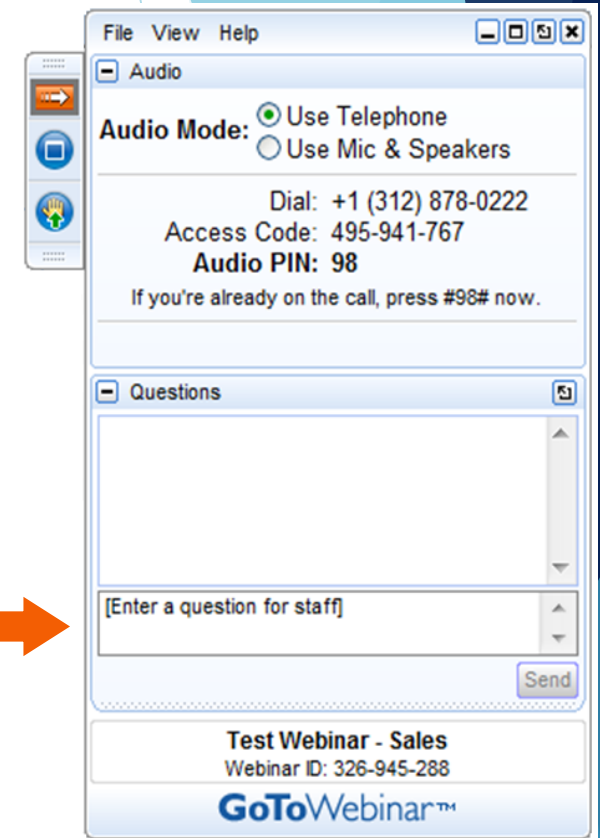
Greg Marsello, LERN

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Today's Presenter



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



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Agenda

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



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LERN & Augusoft

- ▶ Strategic partners
- ▶ Introduction and upgrading of Lumens
- ▶ LERN best practices
- ▶ Helping lifelong learning programs succeed



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New to Who???



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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

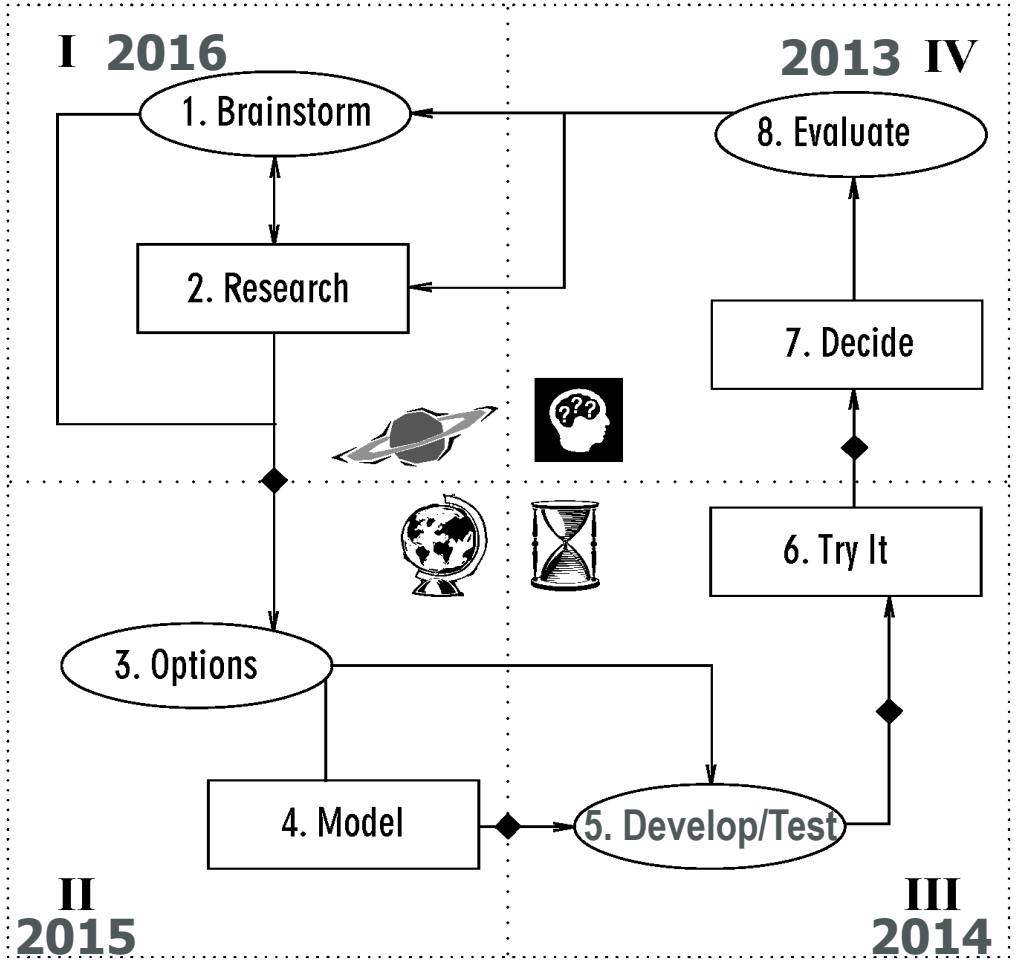


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8-Step Needs Assessment Model

- ▶ 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

LERN 8-STAGE NEEDS ASSESSMENT MODEL



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New Revenue #1: Certificate Programs

- ▶ Reaching Generation Y...the future of continuing education
- ▶ Being the expert...jobs for the 21st century
- ▶ Going online...can't make it locally



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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

Last Name	<input type="text"/>	First Name	<input type="text"/>	<input type="button" value="Search"/>	<input type="button" value="Reset"/>	<input type="button" value="Cancel"/>
Zip	<input type="text"/>	Phone Number	<input type="text"/>			
City	<input type="text"/>	State	<input type="text" value="v"/>			
Email	<input type="text"/>	Learner ID	<input type="text"/>			
Student Type	<input type="text" value="v"/>	Student status	<input type="text" value="v"/>			

Student Name(ID) v	Completed/Required Classes ^	Mandatory/Elective ^	Start Date ^	Action
Apperson, Adam (11691)	1 /8	1/0	05/27/2014	View Details
Badura, Joanna(2)	0 /8	0/0	02/18/2013	View Details
Bridgeman, Rachel(11656)	1 /8	1/0	03/06/2013	View Details
Clasen, Alex(11649)	4 /8	4/0	06/26/2013	View Details
Fontaine, Micene(11711)	1 /8	1/0	05/27/2014	View Details
Glock, Bryon(11668)	1 /8	1/0	06/25/2013	View Details
Hames, Lis(11650)	1 /8	1/0	02/14/2013	View Details
Hepburn, Audrey(10193)	1 /8	1/0	11/20/2012	View Details
Hoefflin, Troy(10209)	5 /8	5/0	06/25/2013	View Details
Mills, Karen(11675)	1 /8	1/0	11/19/2013	View Details

[Next >>](#) [Last >>](#)

#- 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



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Free White Paper Conversions

Marketing Snapshot (BETA) Enter URL: Period: to

Traffic & Conversion Overview
For Page (URL)

Traffic & Conversions

Click and drag in the plot area to zoom in

Referrers: Visitors Came From These Pages/Sites

qwueventmanagement.augusoft.net/		
www.qwu-ade.org/		
qwueventmanagement.augusoft.net/index.cfm?		
qwueventmanagement.augusoft.net/index.cfm?		
CFID=298615088&CFTOKEN=c48b95305cfe377b-A55C125F-1F29-C840-9074350B1EF53889&jsessionid=183067c8ebb69bc8681b6e6cb10392872c24TR		
qwueventmanagement.augusoft.net/index.cfm?		
CFID=304969347&CFTOKEN=183234ca161fb0c-2A18A464-1F29-C840-9076890A13CFB6BF&jsessionid=9430b95a45180912ae1de60466a4d3d62101		
www.google.com/search?hl=en&ie=UTF-8&source=android-browser&q=george+washington+white+papers		
www.qwu-ade.org/index.cfm?		
qwueventmanagement.augusoft.net/index.cfm?		
CFID=147608943&CFTOKEN=c1ca9e44e385b154-3DC06664-E114-9596-410610454C48C375&jsessionid=64307840d0dbde7ca654b1f90535831637bTR		
qwueventmanagement.augusoft.net/index.cfm?		
CFID=150084562&CFTOKEN=56e2e58f293cd09-8677AB06-F8B2-FA6A-0A6E3155A03C1916&jsessionid=643033a0b6e624f2829749692c6b6c6d4b36TR		
qwueventmanagement.augusoft.net/index.cfm?		
CFID=150394422&CFTOKEN=9011054cc03b99dd-8CA686ED-9129-D699-3E9F137CE42D0407&jsessionid=643032e046528ae58e496c7822d7d4a78520TR		

Exited to: Visitors Went To These Pages

	Visits	Leads
georgewashingtonuniversity.genod.com/White-Paper-Download/White-Paper-Confirmation-Page	54	53
...	2	2
...	1	1
...	1	1

Visits on These Devices May 23, 2014 - Jun 22, 2014

	Visits	Conversions	Leads
...	20	0	0
...	65	42	42
...	7	5	5
...	10	6	5

Traffic & Conversion Data For May 23, 2014 - Jun 22, 2014

Conversion Point	Visits	Conversions	Leads
White Paper Download	54	53	53

Traffic
Anonymous: 52
Organic: 41
Imported: 0
Existing: 10

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



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Shopping Cart

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

Student Details	Class Details	Amount
Aanstoos, Carrie J. carrieaansoos@augusoft.net 4629 NE 37 th Ave. Portland, OR 97211	Introduction to MS Outlook Start Date 10/15/2012, Instructor: Olsen, Location: Pemberton High School Tuition Fee	<input type="checkbox"/> Agree to Refund Policy Remove Class \$74.23
Aanstoos, Carrie J. carrieaansoos@augusoft.net 4629 NE 37 th Ave. Portland, OR 97211	Parking Lot 'A' Permit Spring 2013 Qty = 1; Price	<input type="checkbox"/> Agree to Return Policy Remove Item \$25.00
Aanstoos, Carrie J. carrieaansoos@augusoft.net 4629 NE 37 th Ave. Portland, OR 97211	MS Office Textbook Qty = 1; Price	<input type="checkbox"/> Agree to Return Policy Remove Item \$40.00
Aanstoos, Carrie J. carrieaansoos@augusoft.net 4629 NE 37 th Ave. Portland, OR 97211	OCC Flip-Flops Qty = 2; (1) Men's Large; Blue (1) Men's Large; Red Price	<input type="checkbox"/> Agree to Return Policy Remove Item \$30.00

Total

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



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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%



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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 5 10

My Email:

You generated a report on 3/19/2014 at 4:25:39 PM. The report was completed at 4:25:54 PM. Click "Next Course Report by Student" to view the results.

- [Next Course Report by Student](#) - 4858 records.

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	StudentID	First Name	Last Name	Adress1	City	State	Zip	Email	Course Name	No Students	Should also register for	No of Students	Percentage
2	10078	Jason	Alexander	3544 Wash	Minneapc	MN	34344	jayalex@	Beginning Excel	13	Access II	7	53.85
3	10078	Jason	Alexander	3544 Wash	Minneapc	MN	34344	jayalex@	Beginning Excel	13	Access I	3	23.08
4	10078	Jason	Alexander	3544 Wash	Minneapc	MN	34344	jayalex@	How Customer Ser	9	Access II	3	33.33
5	10078	Jason	Alexander	3544 Wash	Minneapc	MN	34344	jayalex@	How Customer Ser	9	How to Trace your Family His	2	22.22
6	10078	Jason	Alexander	3544 Wash	Minneapc	MN	34344	jayalex@	Draw Your Pet	3	Find a Career That Makes You	1	33.33
7	10055	Paul	Alexieff	456 Missis	Minneapc	MN	55436	paulalexie	Access II	13	How Customer Service Impac	3	23.08
8	10055	Paul	Alexieff	456 Missis	Minneapc	MN	55436	paulalexie	Beginning Excel	13	How Customer Service Impac	3	23.08
9	10055	Paul	Alexieff	456 Missis	Minneapc	MN	55436	paulalexie	Beginning Excel	13	Access I	3	23.08
10	10056	Joanna	Badura	3524 SE 15	Minneapc	MN	54345	joannabac	Beginning Excel	13	Access II	7	53.85
11	10056	Joanna	Badura	3524 SE 15	Minneapc	MN	54345	joannabac	Beginning Excel	13	Access I	3	23.08
12	10056	Joanna	Badura	3524 SE 15	Minneapc	MN	54345	joannabac	Beginning Excel	13	How Customer Service Impac	3	23.08
13	10056	Joanna	Badura	3524 SE 15	Minneapc	MN	54345	joannabac	Plan Your Italian Ge	4	Bulls Bears and the Market	2	50



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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.



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New Revenue #7: Provide More Services

- ▶ What will people pay for?
 - ▶ Coaching and mentoring
 - ▶ 1:1 training
 - ▶ Personalized certificate program
 - ▶ Exchanges
 - ▶ Tutoring



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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



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Questions



Thank You!

- ▶ Want more information? Contact:
 - ▶ Greg Marsello, LERN (www.lern.org)
 - ▶ marsello@lern.org
 - ▶ Kayla Anderson, Augusoft
 - ▶ sales@augusoft.net
 - ▶ 763-331-8300