

# Diversifying Your Offerings

## Different Ways to move your business online and adapt during a crisis

Kirsty Anne Rae  
Coach, Trainer & Speaker

# Your Presenter

## Kirsty Anne Rae

- Business and Life Coach, Trainer, Speaker
- Working in Business Growth, Development & Support since 2002
- Specialise in working with businesses to create success strategies and processes
- Loves systems, simple automations and helping businesses generate more income
- Passionate about creating balance for businesses



# Welcome

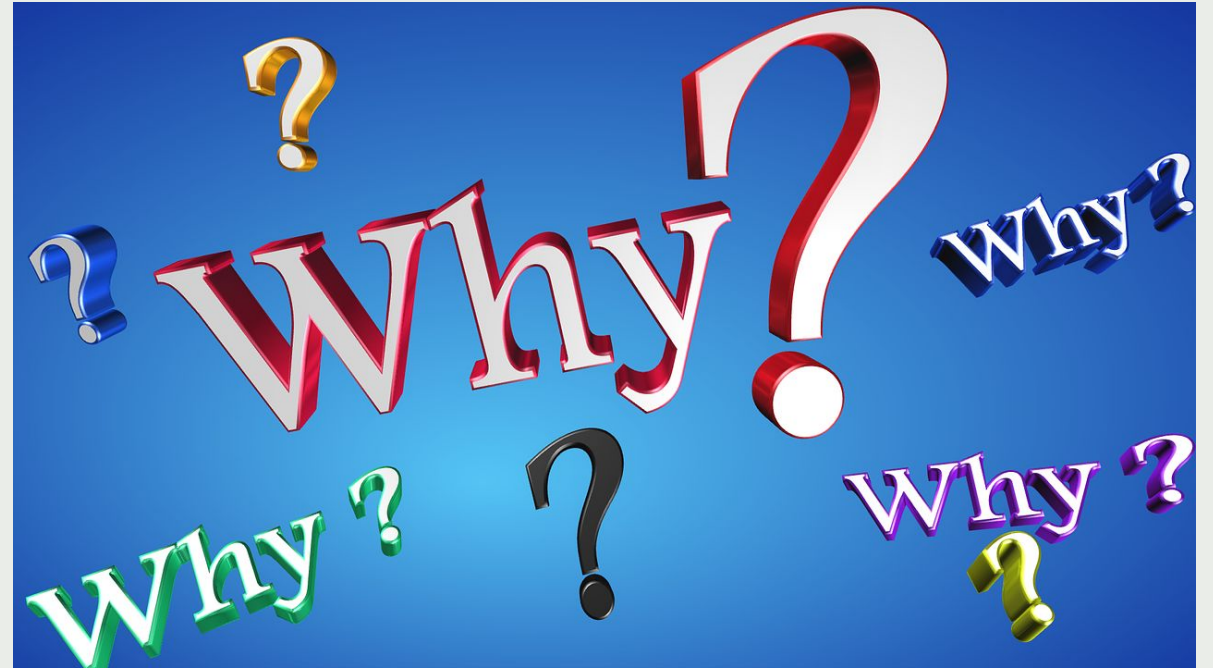
## Today's outcomes

- Knowing your areas of expertise and what you can offer
- Vouchers and crowdfunding
- 1 to 1 Services and Offerings
- Courses, Webinars and Group Programs
- Membership groups and options
- Books, Manuals, Guides and Journals
- Affiliate Marketing for your core business and others
- Simple Software options



# Diversifying Why?

- Brand awareness
- Income
- Future Proof
- Additional additional revenues
- Keeping momentum



# Your Areas of Expertise

## What Can You Offer

- What areas do you excel and have expertise in?
- People are seeking your knowledge and skills
- Your core business is an area of expertise
- Think of your existing customers and what they need
- Think of potential new customers and what they need



# Vouchers & Crowdfunding

- Buy now and use later
- Low, medium and high price points for all customers
- Great for gifts, birthdays and to support you
- Customers can buy package options
- What other incentives can you offer?
- Benefits for your customer
- Partner with other businesses to reach a wider audience





# 1 to 1 Services And Offerings

- Consulting
- Mentoring
- Teaching
- Information Share
- How to set up and run your type of business



# Courses, Webinars And Group Programs

- Live courses
- Emailed Courses
- PDF/Written courses
- Recorded Evergreen Courses
- Webinars both live and pre-recorded
- Group webinars
- Partner with symbiotic businesses





# Membership Groups And Options

- Like your own Amazon Prime, Netflix options
- Can be run using Facebook Groups
- Can be run using Membership sites
- Monthly payments
- Tiered options for different levels of access and services



# Books, Manuals, Guides & Journals

- Sharing your expertise & also passions
- Books as marketing tools and lower price points
- Books as regular income
- Think of what people look for that you are passionate about
- Guides on how to do what you do & sharing your expertise
- Journals, Planners, Art Guides, Bespoke Stationery
- Print on Demand - Research your chosen items and companies
- Drop Shipping - Research your chosen items and companies



# Affiliate Marketing for Your Core Business & Others

- Reward your customers and fans for referrals
- Partner with other businesses for referrals - Win -Win
- Join other businesses affiliate programs and earn
- Ask other businesses for their referral/affiliate options
- Look at existing products & services you currently use - Amazon, Top Cashback, Canva, Insurance, Banking

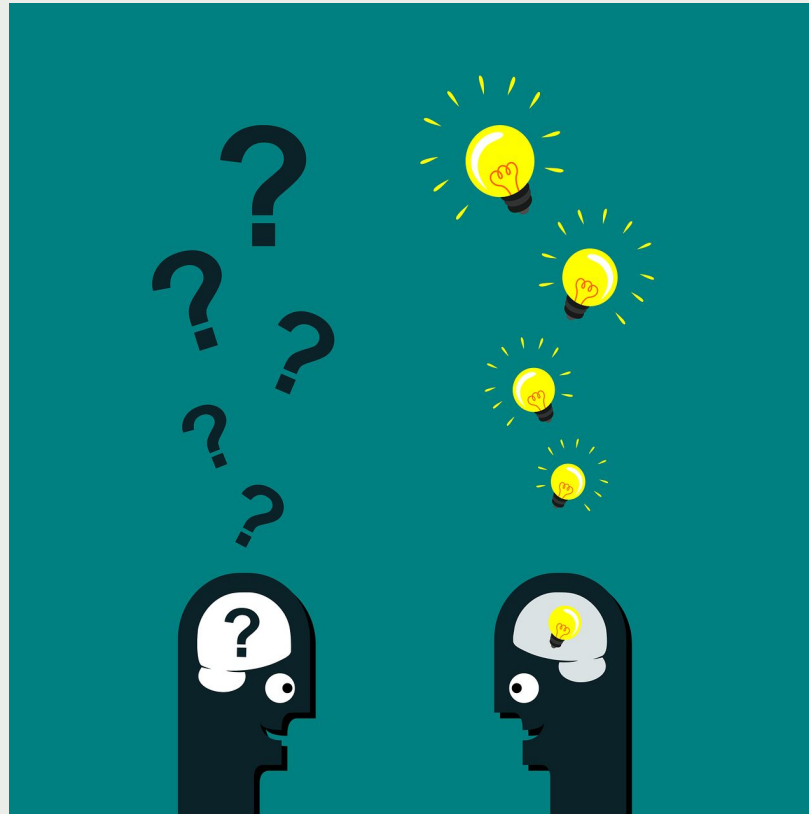


# Simple Software Solutions

- Zoom, Loom and OBS software for laptop/desktop recording
- Zoom, Facebook Live in groups for live trainings
- Your mobile phone
- Word, Canva, Powerpoint for documents, books, ebooks
- KDP Kindle online, journals, books etc
- Facebook groups, Wordpress, Ivanto, Thinkific, Kajabi for memberships, courses, programmes & affiliate options
- Mailchimp, SendinBlue, Active Campaign for email programs
- Stripe, Paypal and GoCardless for payment processing



# Questions and Answers





# Business Gateway East Dunbartonshire

- Offices in Kirkintilloch and Milngavie
- Here to support both people planning on setting up their own business and existing companies within East Dunbartonshire
- We provide practical assistance, training workshops, networking opportunities and information on the support available throughout the enterprise network and beyond
- Call 0141 578 8530 to arrange to meet a Business Adviser