

## **Low Hanging Fruit/Money on the Table Cash Injection Strategy**

The Low Hanging Fruit/Money on the Table Cash Injection is all about looking at what opportunities exist right in front of you. By taking the time to chart your Low Hanging Fruit (people who have expressed interest in working with you that have yet to be actioned) o Money on the Table (those opportunities that you have developed but haven't closed) we can always find people ready to make an investment. It is important to make sure you are keeping track of your Low Hanging Fruit (people who've had a discovery session but didn't close, people who have slid in your DMS, people who have cornered you at speaking engagements, in your Clubhouse rooms, on your lives, people on your list who reply to your emails,). I recommend that once each month you action both lists (the 90 Day planner gives you space to track it each week for ease of use when you are ready for cash injection.)

### **The Low Hanging Fruit List**

Take some time to go through your mental Rolodex to see who in your network has expressed interest in working with you over the last 6 months to a year. This could have been either in passing (“Oh, I should work with you one day” to “I want to work with you, but I’m not quite ready yet” or more intently, “Let’s set up a time to talk about working together”) via email, verbally or third-party referral. This can also include those you met with in a discovery session but who never signed up, for whatever reason.

Make a list below of people who have expressed interest in working with you but who aren’t paying clients yet:

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)
- 11)
- 12)
- 13)
- 14)
- 15)

If you action this list, what might you be able to add to your business?

## Money on the Table

Existing opportunity for new money within the next 90 days	How much is the opportunity worth to me over the next 12 months	Action steps needed to make it happen quickly

Whenever you are looking for more money in your business, the opportunities already exist, in one form or another. It's simply a question of focusing on that opportunity and doing what it takes to make it happen. This could be a new product to launch, a course to teach, raising your prices, a speaking opportunity, a key relationship or strategic alliance, a book to write, a workshop or seminar to lead, etc. There is always money on the table; you just have to grab it.

## Money on the Table

1. Review your list of prospects who have expressed an interest in working with you (also known as “low hanging fruit”) in the past 6 to 12 months. Make a call—DO NOT EMAIL—them to see if anything has changed. Keep them abreast of service offering changes and find out what their current needs are. While you’re on the phone, find out what a new great time to touch base would be—and update your list accordingly.
2. Complete a review of your existing inventory. What have you already created that is just taking up space (on your shelf, or hard drive) that could be repurposed into a product that could be sold at a lower investment (it’s selling for nothing right now)? This could be books, checklists, templates, audios, videos, etc.
3. Review the offerings that you’re providing to your current clients. Is it time for an upgrade? Or do they require a service that you offer that you’ve yet to tell them about? Maybe they came to work with you for one thing and now they may be in need of another, are you verifying if they need more of your products and services?
4. Identify key strategic partnerships or joint ventures that may lead to increased website traffic and sales. Who, if you partnered with them, would get you in front of your ideal client prospects faster than you could on your own? What can you offer them to create a true win/win joint venture opportunity?
5. What organizations would like you to speak that you have yet to nail down a date for? Call them today and increase your visibility and exposure to your ideal clients.