

DAY 25: Look for Money Lying Under a Rock

If everything's going well, consider adding another version of it to better serve your customers. After all, if you saw a million dollars on the side of the road, wouldn't you pick it up?

Let's turn over some rocks!

The easiest way to turn over a rock and sell more to your current customers is to “remix” your offer. Here are some easy ways to do this:

- ❑ **Add an additional version of what you're already doing.** Maybe it's a premium version, a “next- level” version, a Volume II— or something else entirely.
- ❑ **Give people more choices (sort of).** When you remix your offer, you're also providing a choice of options. This can be good or bad. Too much choice and the customer feels confused and overwhelmed. Some choice, however, is usually smart.
- ❑ **Ask if they want fries with that.** If you don't have at least one upsell, you're missing out on free money. As a wholesale category, upsells aren't bad at all—it's only annoying when they're applied as a guilt trip (car rental), or when there's too many of them (GoDaddy, etc.).

Last, remember the mo' money day. This is in video module #7, where you take a day (or just a morning or afternoon) and look around for ways to save money.

Examples:

- Sell any unused stuff
- Cancel any unused services
- Call your cable or phone provider to ask for a better deal
- Review the interest rates and other info on any credit cards or investment accounts

It's even more interesting in the side hustle world to look around for ways to *make* money.

Call to Action: Look for money lying under a rock. Can you spot at least one rock you can turn over?

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