



Course 7 Workbook

Recurring Revenue Models. Build the plan to turn one sale into an ongoing relationship of value.

Session 1, Why Recurring Revenue

Recurring provision is steadier than a one time windfall, and more like how God provides.

One way my current offer could become recurring (membership, subscription, retainer, ongoing service):

The ongoing value I could deliver every month that is worth paying for again:

What my income would look like if ten customers paid me monthly:

Session 2, The Bowtie

The sale is the middle, not the end. Keeping and growing the customer is the real engine.

What I do to GET a customer (left side of the bowtie):

What I do AFTER the sale to keep and grow them (right side), honestly:

Which customers are thriving, which are quiet, which are at risk:

Session 3, Onboarding

Get the customer to their first real win fast, or they leave.

The single first win a new customer should feel:

The shortest path to get them there:

One thing in my onboarding that delays the first win, that I will cut:

Session 4, Expansion

Grow the customers you already have. Enlarge the tent from a strong center.

The natural next thing my existing customers will need:

One current customer I will ask what they need next:

How I will grow a customer without ever pressuring them:

Session 5, Fight Churn

Churn is a neglected relationship. Keep covenant before they leave.

The top one or two reasons customers leave me:

An early warning sign I can watch for before they go:

One quiet customer I will reach out to with genuine care this week:

Session 6, Freemium

Give real value freely first. Let the goodness earn the lasting relationship.

One genuinely valuable thing I can give away free as an on ramp:

How I keep the free taste real, not a frustrating tease:

The line between honest generosity and giving away too much to sustain the mission:



Capstone: Recurring Revenue Models

Pull this course together in one sentence you could say out loud.

What I will put into practice from Recurring Revenue Models, in one sentence:
