

THE HIDDEN REVENUE DETECTOR

Most successful business women are unknowingly leaving \$5-15K on the table every month.



Take our **free 15-minute assessment** to reveal exactly where money is slipping through the cracks in your established business, and find the fastest path to capture it.

Diversify
DIVA

a division of CVL Enterprise Limited

PART 1: REVENUE LEAK AUDIT (5 Minutes)

Quick Revenue Leak Score

1. Do you have a formal upselling process? (Yes=0, No=5 points)
2. Do you have a customer retention strategy beyond good service? (Yes=0, No=5 points)
3. Do you track customer lifetime value? (Yes=0, No=3 points)
4. Do you have automated follow-up sequences for past customers? (Yes=0, No=5 points)
5. Do you have partnerships with complementary businesses? (Yes=0, No=3 points)

Your Revenue Leak Score: ____/21

- 0-7: Minor leaks
- 8-15: Moderate leaks
- 16-21: Major leaks

Were you surprised by your Revenue Leak Score?

Most successful business women score between 12-18 points. If you're thinking "I had no idea I was missing this much," you're not alone. The revenue opportunities we're about to uncover have been hiding in plain sight.

Every point on your Revenue Leak Score represents money that's already within reach. You don't need new customers, new marketing campaigns, or new skills. You just need to activate what you already have.

Ready to see exactly where that revenue is hiding?

Let's check out the top three revenue streams that exist in virtually every established business and show you exactly how to identify these opportunities in YOUR business.

HIDDEN REVENUE STREAM #1

The Loyalty Multiplier: an additional \$2-4k/month

Check all that apply to your business:

- ☐ You have customers who've bought multiple times
- ☐ You have customers who refer others (even informally)
- ☐ You have expertise that goes deeper than your main offering
- ☐ You have customers asking "what else do you have?"

If you checked 2+ boxes, you likely have \$2-4K hiding in a VIP/loyalty program

Quick Implementation Idea

Create an "Inner Circle" membership for your top 20% of customers that offers exclusive access to you, first dibs on new services, and quarterly group calls.

HIDDEN REVENUE STREAM #2

The Partnership Pipeline: an additional \$1-3k/month

Check your partnership potential:

- ☐ You know other business owners who serve your ideal client BEFORE or AFTER you do
- ☐ You have expertise that other businesses need but don't want to develop in-house
- ☐ You have a proven system/process that works across industries
- ☐ You have a strong reputation in your field

If you checked 2+ boxes, you likely have \$1-3K hiding in strategic partnerships

Quick Implementation Idea

Identify 3 businesses that serve your clients at a different stage and propose a formal referral relationship with tracking and reciprocal benefits.

HIDDEN REVENUE STREAM #3

The Expertise Expansion: an additional \$3-6k/month

Rate your expertise expansion potential:

- ☐ Clients often ask you for advice beyond your main service
- ☐ You've solved the same problem multiple times and could teach others
- ☐ You have a waiting list or turn away potential clients
- ☐ Industry peers ask for your insights/opinions

If you checked 3+ boxes, you likely have \$3-6K hiding in knowledge monetization

Quick Implementation Idea

Package your most requested advice into a 90-day intensive program priced at \$1500-3k.

YOUR HIDDEN REVENUE ROADMAP

Your Combined Revenue Opportunity: \$_____ per month

Take a moment to add up your potential from each stream where you checked 2+ boxes. This is money that's already within reach, you don't need new customers, new skills, or new marketing campaigns. You just need to activate what you already have.

- If your total is \$4,000-6,000/month: You have *solid opportunities* that could significantly impact your business within 90 days
- If your total is \$7,000-10,000/month: You're sitting on a *goldmine of untapped revenue* that could transform your business
- If your total is \$10,000+/month: You have *massive opportunities* that represent serious wealth-building potential

IMPORTANT: This isn't "someday" money. Based on our work with business women just like you, these are conservative estimates of what's typically achievable within 60-90 days of focused implementation.

PRIORITY IMPLEMENTATION ORDER

The biggest mistake most business owners make is trying to activate all revenue streams at once. This leads to scattered energy, poor execution, and mediocre results across the board. Instead, focus on ONE stream at a time for maximum impact

Week 1-3: Stream with highest checked boxes: _____

Why start here? The stream where you checked the most boxes indicates you already have the foundational elements in place. This gives you the highest probability of quick wins and early momentum.

Week 4-6: Second highest stream: _____

Why second? Once you have your first stream generating revenue and running smoothly, you can layer in your second opportunity. The confidence and cash flow from stream #1 makes stream #2 easier to implement.

Week 7-10: Third stream: _____

Why last? By week 6, you have two revenue streams active and optimized. Adding the third stream now leverages the systems and confidence you've built from the first two.

AN IMPLEMENTATION REALITY CHECK

☐ **If you scored 0-1 streams with 2+ boxes:** Focus on strengthening your foundational business systems first, then revisit this assessment in 60 days.

☐ **If you scored 2-3 streams with 2+ boxes:** You're in the sweet spot. Pick your highest-scoring stream and commit to 30 days of focused implementation.

☐ **If you scored 3 streams with 3+ boxes each:** You have incredible opportunity, but also the highest risk of overwhelm. Discipline yourself to implement ONE stream completely before moving to the next.

FROM DETECTION TO COLLECTION

You've just identified \$2-10K in monthly revenue that's already within reach. But want to know the painful truth? Knowing where the money is and actually collecting it are two completely different things.

Right now, you're probably feeling a mix of excitement and frustration. Excitement because you can finally see the opportunities that have been staring you in the face. Frustration because you've likely suspected this money was there all along, but haven't been able to grab it.

Here's what happens to most successful business women at this exact moment:

They print out this assessment, maybe even pin it to their bulletin board with good intentions. They tell themselves "I'll start working on this next week when things calm down." But next week never comes, because next week brings its own fires to put out.

Six months from now, they're having the same conversation:

- "I know I'm leaving money on the table..."
- "I keep meaning to work on those revenue streams..."
- "I just don't know where to start..."
- "I'm too busy keeping up with current clients to focus on growth..."

Meanwhile, the money keeps walking away.

Every month that passes, that's another \$5,000... \$8,000... \$12,000 that could have been in your bank account. Money that could have:

- Given you the financial breathing room to be more selective with clients
- Allowed you to hire that team member you've been putting off
- Funded that business investment you've been wanting to make
- Created the security buffer that lets you sleep better at night

THE BRUTAL REALITY

Unfortunately, most business women get stuck in the implementation phase...

...because they:

- ✗ **second-guess themselves** - "Maybe I should focus on getting more new clients instead..."
- ✗ **They get overwhelmed by the options** - "Should I start with partnerships or the VIP program? What if I pick the wrong one?"
- ✗ **They lack the specific systems** - "I know I need a loyalty program, but how exactly do I structure it? What do I charge? How do I launch it?"
- ✗ **They have no accountability** - "I'll start Monday" becomes "I'll start next Monday" becomes "I'll start next month"
- ✗ **They try to do everything at once** - Three half-built revenue streams that generate nothing instead of one fully-activated stream generating thousands

The difference between businesses that capture this hidden revenue and those that continue leaving it on the table isn't knowledge, intelligence, or even time.

It's having someone who can see what you can't see, guide you past the decision paralysis, and hold you accountable to actually implement what you know you should do.

You already know what you should do. The question is: **Will you actually do it?**

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If you're tired of having the same "I'm leaving money on the table" conversation six months from now... if you're ready to stop letting opportunities slip away while you're busy putting out fires... if you want a proven system to activate these revenue streams in the next 90 days instead of the next "someday"...
...it's time to stop going it alone. Get started with a 1:1 Revenue Strategy Blueprint.

In a focused, 2-hour working session we build your personalized revenue activation to:

- Analyze your specific business model and identify the highest-value opportunities you missed in this assessment
- Prioritize your opportunities based on your capacity, resources, and revenue goals
- Address the specific obstacles that have been keeping you stuck

Investment: \$777 (Compare that to the \$5,000-15,000 you're leaving on the table every month...)

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Are you ready for MORE?

Your next move is clear.

In this strategic working session, you won't just get advice. Together, we'll build a concrete, actionable plan tailored to your business. You'll walk away with the confidence to move forward, no matter what you decide to do next.

Most of our clients recoup their initial investment within the first 30 days of implementation.

It's important to note we intentionally limit these sessions to just 8 per month to provide the highest level of personalized attention and customized guidance. Don't let another month of missed revenue opportunities pass you by.

Ready to find your hidden revenues? Email admin@diversifydiva.com for the next steps.



Helping established business women uncover and capture hidden revenue streams without the overwhelm.