

# 11

## Multi-task, Multi-income streams



Here are the multiple lines and multiple streams of income  
from my security business.

Multi-task in life whenever possible. So many folks may say concentrate on one thing. I disagree in regards to sales. It takes the same amount of time to shave, get dressed and go see customers, so you might as well have as many things to create revenue streams!

Perfect example is my friend Jeremy, who sells medical supplies to doctors' offices. His job is a corporate job with great pay and benefits. He wanted to create an additional way to make money. So Jeremy worked into the conversation with the office administrator that he has great friends who are in the promotional products business and if she wasn't just totally happy with who she is using would you mind if Bobbi Jo or Ashlee from GoLogo gives you a call. What does Jeremy get? He gets a new revenue stream of 5% override on that account forever. Does Jeremy know how much a pen or shirt cost? No. Did it conflict or distract from his current job? No. I would argue that it makes him more motivated to call on more doctors' office now that he has more ways to get paid. He has a wife and kids to feed!

Jeremy was going to talk to the office administrator about something, might as well have been about something he could make money for. The great thing about Jeremy is the reason why he wants to make the extra money? He wants it to pay for Dallas Cowboys season tickets to take his kids. He feels like that's a luxury his regular money isn't intended for. With his multi-tasking money, he feels no guilt. Who wins by multitasking? Jeremy's corporate job because he's more motivated to see more doctors' offices. The doctor office wins because they are going to save money and get better promo gear. Jeremy family wins because they have more time together and would be doing a fun activity together. GoLogo wins because they got another account.

Maybe I wouldn't multi-task if I was selling Lear Jets. Maybe that would be a big enough sale that I might say just focus on the jet. Or maybe I would be seriously tempted to sell jet insurance, sell or lease them a hangar to park their jet in, sell an extended warranty or a vacation home to fly the jet to. Offer them a detailing service to clean their plane, find them a pilot and flight

attendant to help onboard the plane. Suggest a pet sitter or home sitter while they are on vacation. There are eight examples of very logical ways of creating additional revenue streams while selling a high-end item like a jet. Through the years, it just has made sense to try to sell multiple items to our clients. A steak restaurant sells steaks, right? But they also sell mashed potatoes, asparagus, and drinks to wash it all down. Then later sell them a gift card to get you to come back again! Here's how I see it. They are going to buy "blank" it might as well be from us!

In my core business, security representation, I love that at any given time we have 25 to 30 different lines to sell to alarm and audio visual companies. Then add to that, our seven financial services and finish it off with GoLogo, which can produce all logo shirts, pens, caps, etc. If I have any empty rent house at the time, I'm going to try to place someone in one of our investment properties at a more than fair deal. If someone is in need of a home to buy, like new friend Dan Fitzgerald from Central Station Marketing, I'm going to refer them to Crystal to help them buy a home, which Dan did with his lovely wife, Siobhan. Remember it took the same amount of effort to go see that client whether you sold him one thing or 21 things. The hidden gem is the more you do, the more important you are to your client. The deeper and more important the bond will be for both of you. In my mind, being more helpful to a customer actually turns them into a lifelong friend. I'm no longer Tim the sales guy of a widget; I'm Tim their trusted friend.

Multitasking is a faster way to be financially successful and to build stronger more important relationships. You are leveraging your time with the ability to offer multiple services. One of the first financial goals of many driven young men is to make \$100,000 in one year. Every person who has made \$100K can tell you three things: what company they were working for, who their boss was and how old they were.

For me it was IntelliSense/Ben Cornett/1993 and I was 28 years old. Like every daunting task, I like to reduce it into bite size pieces. If you want to work a normal amount of hours (40 hour

work week) and make \$100,000 you need to make \$48.08 an hour. That's it! \$48.08 times 40 hours times 52 weeks is a hair over \$100K. That's why you need to multi-task, multi-line and leverage your time. Very few build wealth in a timely manner without leverage.