

Create Revenue Now Part 2

Revenue-Producing Activities and the Prospecting Mindset

Class 2 Transcript | September 24 | Eric Lofholm

About this transcript

This transcript has been edited and condensed for clarity and readability. Repetition, live-session directions, technical interruptions, and individual acknowledgements have been removed while preserving the teaching, stories, examples, and action steps from the class.

Key ideas from Class 2

- Model both the beliefs and strategies of people who produce the results you want.
- Create more value from the leads, relationships, and tools you already have.
- Focus your workday on revenue-producing activities and structures.
- Treat prospecting as a controllable activity rather than a test of your worth.
- Use intentional language, testimonials, and recommendations to create possibility and trust.

Opening and the Modeling Principle

Good morning, good afternoon, or good evening, depending on where you are joining from. Whether you are here live or watching the recording, I am thrilled to be with you. My intention is to create the possibility of a breakthrough for you. It only takes one idea, one shift in your thinking, one new action, or one new habit to change everything. When you learn a valuable idea, you can carry it with you for the rest of your life.

One of my favorite ideas is modeling. The modeling principle says that if someone else is producing a result and you do what that person does, you can produce a similar result. When you model someone, pay attention to two things: belief and strategy. As we go through Part 2 of Create Revenue Now, notice how I think about revenue and sales. My perspective may be different from yours. Consider whether adopting a new belief or strategy could help you produce a different result.

My work is connected to a lineage of modeling. Richard Bandler co-founded Neuro-Linguistic Programming. Dr. Donald Moine studied with Bandler at UC Santa Cruz and later applied NLP principles to selling. His doctoral research examined what separates sales superstars from average salespeople. Donald became my mentor in 1994, when I was a bottom producer. Within 60 days of applying the beliefs and strategies he taught me, I became the top producer at my company. I went from worst to first.

Tony Robbins was also a student of Richard Bandler and has credited Bandler with helping provide the foundation for his work. The lesson is to look for effective models. If you want more revenue, examine your intentions, goals, habits, and actions. More revenue usually requires doing something differently rather than repeating the same patterns.

Stay in the Conversation and Maximize Existing Opportunities

The number one distinction I teach is to stay in the conversation. There are thousands of ideas about increasing sales, strengthening your mindset, generating leads, setting appointments, closing sales, building rapport, scripting, and using social media. Yet one of the most valuable things you can do is remain engaged in the conversation about improving your results.

Keep showing up for classes. Listen to podcasts. Watch useful videos. Learn from me and from other instructors. Continue the journey instead of treating one class as a single event. Consistent exposure to good ideas helps you recognize and act on opportunities.

One important opportunity is the network you already have. Imagine attending a networking event and meeting five people. Maximizing those five opportunities means adding the contacts to your CRM, following up, inviting them to future events, offering a one-on-one conversation, and staying connected over time.

Many business owners continually chase new leads while overlooking hundreds of past clients and thousands of existing contacts. Sometimes the fastest path to revenue is not finding more leads; it is returning to the people already in your world. I recently created new business with someone I have known for more than 20 years. He was not a new lead. The opportunity came from an existing relationship.

Change the Structure to Change the Result

Consider the difference between a VCR and a DVR. Both record television programs, but they create very different user experiences. When I owned a VCR, I recorded approximately one program a year. It was inconvenient to program, the clock flashed, and I could never find a blank tape. When I got a DVR, my family recorded hundreds of programs because we could select an entire series with one button.

The increase did not come from greater motivation, better goal setting, or more accountability. The structure changed. Business also has structures. A better structure can dramatically increase results without requiring you to work harder.

Morning Sales Boost is one example. I record one 15-minute live Zoom session, and the content can also appear on a replay page and a podcast. By turning the videos into short-form content for Instagram, TikTok, Facebook Reels, YouTube Shorts, and LinkedIn, the same core effort can reach thousands more people. Automation and support from a team allow the structure to multiply the impact.

A CRM is another structure. Some people do not have one. Others have one but barely use it. Still others use it without taking advantage of its full capability. Better CRM use can create substantial growth from leads and relationships you already have. You can also connect tools such as ChatGPT and your CRM to support more advanced automation. Ask yourself: What structure could I improve or introduce to increase results more efficiently?

Break the Habit of Being Yourself

Dr. Joe Dispenza's book *Breaking the Habit of Being Yourself* points to the idea that each of us has mastered certain ways of being. We develop familiar patterns in how we communicate, shop, work, use social media, and respond to situations. Some patterns help us; others limit us.

For example, I learned to be quiet at the dinner table when I was young. From about age 10 to 17, I rarely spoke unless someone spoke to me first. That behavior became deeply ingrained. As an adult, I learned that I could choose to engage differently, but the old pattern still feels natural.

The same principle applies in business. If you want to create more revenue, identify the habits that are not producing revenue and replace them. Remind yourself: I am open to change. I am willing to change. I will change. A new financial result may require a new version of you to emerge.

Focus on the Activities That Lead to Revenue

A client recently talked with me about attendance and show-up rates for Zoom events. Those numbers can matter, but I consider them secondary. My primary focus is creating a consistent structure that builds relationships and gives people an opportunity to hear an offer.

For a business with a high-ticket offer, one useful structure could be a monthly Zoom event that invites qualified people to learn about the program. Running that event consistently can increase revenue independently of the attendance at any single session. The structure keeps creating opportunities to make offers.

Business is not only about making an offer. People often need to know you, receive value from you, and build trust before they are open to hearing the offer. Free training, social media, paid advertising, networking, strategic alliances, joint ventures, and recurring content can all help build those relationships. Morning Sales Boost, for example, provides free daily value and allows people to experience my teaching before they consider working with me.

As you build relationships, remember that revenue ultimately requires offers. Ask yourself whether you are creating enough opportunities for people to learn about and purchase what you provide.

Revenue Producing Activities in Difficult Times

In 2003, I was on track for my first million-dollar year when my circumstances changed dramatically. A salesperson I had mentored left to start his own company, and several of my top salespeople followed him. The business declined, debt increased, my credit suffered, my marriage was under stress, and I became depressed.

During that difficult period, one thought came to me: Focus on revenue-producing activities. I asked myself what those activities were for my business. The answers included generating leads, prospecting, setting appointments, conducting sales conversations, and speaking to groups.

I began doing those activities each day. At first, only a little money came in, but taking action shifted me. I built momentum, made more sales, paid off the debt, and rebuilt the company. This mindset was not something I learned only from a book; it was something I lived.

Each workday, I metaphorically left my problems at the front door and focused on selling. The problems were still there and needed attention before or after work, but I could not solve them while I was supposed to be producing. I needed to focus on the activities that could change the financial situation.

Your revenue-producing activities may include prospecting, running sales calls, speaking to groups, networking, advertising, or inviting people to an event. Identify the activities that directly create conversations, appointments, offers, or sales. Then examine whether too much of your time is going to work that does not produce revenue.

Replace Habits That Do Not Serve Your Goals

Changing a habit becomes easier when you replace it with something that serves you better. I once drank more than one soda a day. A health coach suggested water with lemon juice and stevia. I tried it, liked it, and gradually lost interest in soda. Today I drink soda only occasionally, and much of the time I simply drink water.

You can use the same approach in business. Identify a pattern that is not serving you, then choose a replacement behavior. The issue is not that a hobby or routine is inherently wrong. The question is whether it supports the goals you say are important. Five to ten hours spent on an activity that leads nowhere for you could be redirected toward revenue-producing work.

A breakthrough requires change. Stay open and willing to test a different behavior long enough to discover what it can produce.

The Prospecting Mindset

Prospecting is one of my core revenue-producing activities. I have been prospecting since 1992 and have reached out to people more than 100,000 times through phone calls, emails, text messages, and direct messages. The model begins with understanding why people avoid prospecting: fear of rejection.

That fear grows when you focus on how the other person might respond. I was once referred to a meeting organizer named Colm. I sent him a text and did not receive a response. If I interpreted that silence as rejection and tried to predict his future response, I might have stopped. Instead, I focused on my activity: My job was to reach out and follow up.

That outreach eventually led to a speaking opportunity with approximately 50 attendees. Colm also gave me two referrals, and I generated additional leads. The opportunity came from focusing on the action I controlled rather than trying to predict the other person's response.

Prospecting Mantra and Activity Game

When I prospect, I win. When I book the appointment, I double win. I win no matter what.

I also gamify prospecting. My game is 25-plus: I reach out to at least 25 people each weekday. I count each individual phone call, email, text message, or social media direct message. Automated outreach is useful too, but I track it separately from one-to-one prospecting.

You do not have to use my number or schedule. Create a game that fits your business. Decide how many individual reach-outs you will make and how often you will make them. The important part is to turn prospecting into a measurable activity you can control.

Use Language That Creates Possibility

A participant said, 'I do not know how to prospect for my niche.' That statement may accurately describe the present moment, but language creates a way of seeing the world. When you repeatedly say, 'I am inconsistent' or 'I am unworthy,' your mind begins looking for evidence that confirms the statement.

There are no wrong thoughts or feelings, but different statements create different possibilities. When I was single and hoped to remarry, I could have said, 'All the good women are taken,' or, 'Every romantic relationship I have had has failed.' Those statements would have directed my attention toward more evidence of failure. Instead, my statement was: 'It only takes one. She is out there.' I have now been remarried for 11 years and have an amazing relationship with my wife.

The same principle applies to prospecting. Replace 'I do not know how to prospect for my niche' with 'I will learn how to prospect for my niche.' The new statement does not pretend you already know the answer. It creates optimism, possibility, and a direction for action.

Build Credibility with Testimonials and Recommendations

The final strategy is to collect testimonials and LinkedIn recommendations. Deliver value, then ask for feedback. A testimonial creates third-party endorsement: someone other than you is telling prospective clients that your work is valuable.

LinkedIn recommendations strengthen your profile because prospective clients may visit it while deciding whether to work with you. You do not have to be highly active on LinkedIn for recommendations to provide credibility. When you do good work, ask the client whether they would be willing to write a short testimonial or recommend you on LinkedIn.

Creating revenue now is not one tactic. It is a combination of mindset, structure, consistent revenue-producing activity, relationship building, offers, and trust. Choose the idea from this class that resonates most, put it into action, and stay in the conversation.