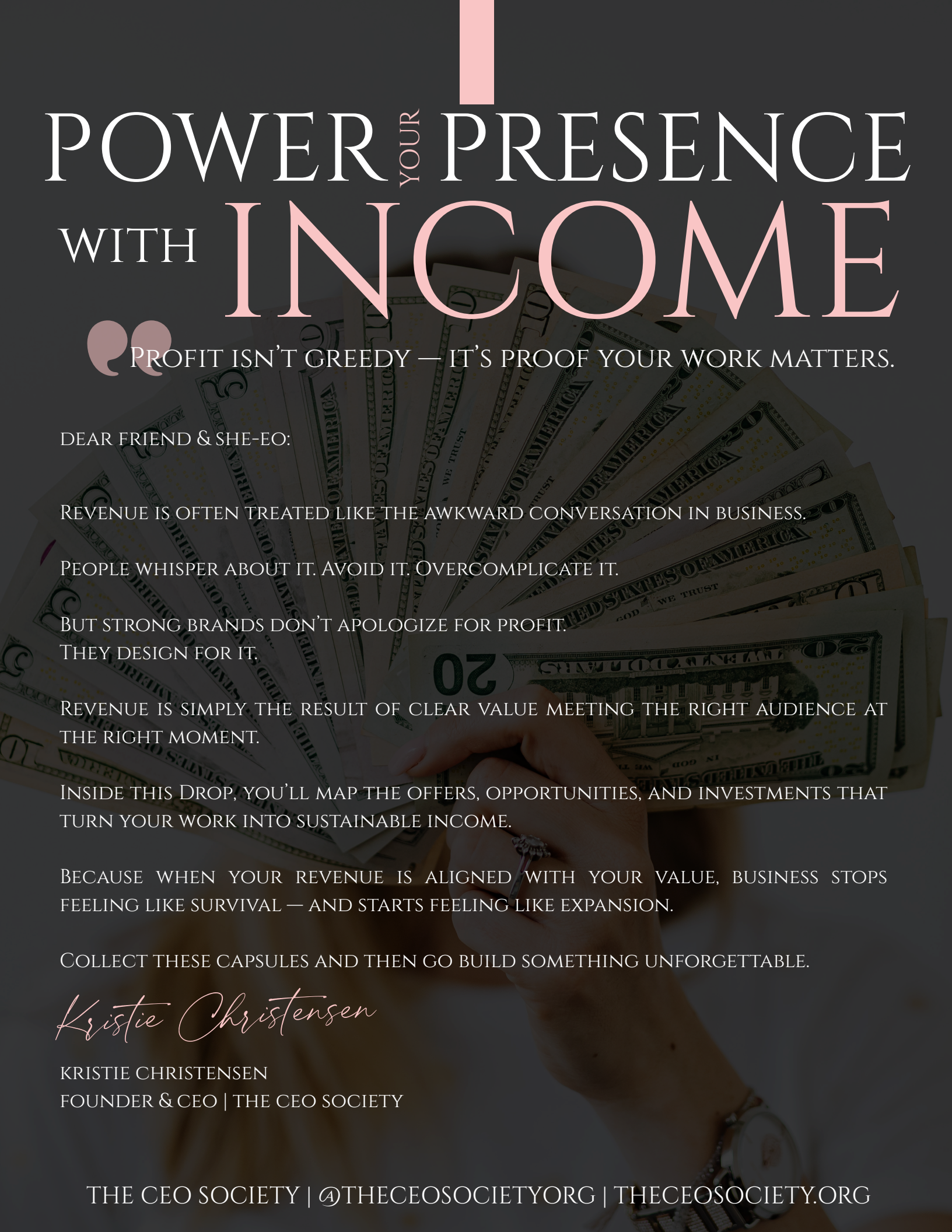


THE DROP
CEO
THE
CEO
SOCIETY

FROM OUTGO
TO INCOME

WE WANT TO THRIVE. NOT SURVIVE.

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POWER^{YOUR} PRESENCE WITH INCOME

PROFIT ISN'T GREEDY — IT'S PROOF YOUR WORK MATTERS.

DEAR FRIEND & SHE-EO:

REVENUE IS OFTEN TREATED LIKE THE AWKWARD CONVERSATION IN BUSINESS.

PEOPLE WHISPER ABOUT IT. AVOID IT. OVERCOMPLICATE IT.

BUT STRONG BRANDS DON'T APOLOGIZE FOR PROFIT.
THEY DESIGN FOR IT.

REVENUE IS SIMPLY THE RESULT OF CLEAR VALUE MEETING THE RIGHT AUDIENCE AT
THE RIGHT MOMENT.

INSIDE THIS DROP, YOU'LL MAP THE OFFERS, OPPORTUNITIES, AND INVESTMENTS THAT
TURN YOUR WORK INTO SUSTAINABLE INCOME.

BECAUSE WHEN YOUR REVENUE IS ALIGNED WITH YOUR VALUE, BUSINESS STOPS
FEELING LIKE SURVIVAL — AND STARTS FEELING LIKE EXPANSION.

COLLECT THESE CAPSULES AND THEN GO BUILD SOMETHING UNFORGETTABLE.

Kristie Christensen

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FOUNDER & CEO | THE CEO SOCIETY

THE CEO SOCIETY | @THECEOSOCIETYORG | THECEOSOCIETY.ORG

THE MONEY MANTRA

(FORMERLY KNOWN AS “PRICING,” BUT THAT FELT A LITTLE SMALL)

section 1

WHAT ROLE DOES REVENUE PLAY IN YOUR BUSINESS?

FREEDOM?

IMPACT?

SECURITY?

GROWTH?

WRITE YOUR PHILOSOPHY ABOUT MONEY HERE.

MY REVENUE MANTRA IS:

PRO TIP: PROFIT ISN'T THE OPPOSITE OF PURPOSE. IT'S PROOF YOUR WORK MATTERS.

the VALUE MOODBOARD (WHAT YOU ACTUALLY BRING TO THE TABLE)

section II

THINK BEYOND PRODUCTS AND SERVICES.
WHAT TRANSFORMATION DOES YOUR WORK CREATE?
WHAT PROBLEMS DO YOU SOLVE?
WHAT RESULTS DO PEOPLE WALK AWAY WITH?

DESCRIBE THE VALUE YOU PROVIDE.

NOW DESCRIBE YOUR VALUE IN FIVE WORDS.

REMEMBER: PEOPLE RARELY BUY PRODUCTS. THEY INVEST IN CHANGE.

(WHERE EXPERTISE MEETS INVESTMENT)

POWER OF VALUE

Section III

WHERE DO PEOPLE CURRENTLY INVEST IN YOUR WORK?

SERVICES

PRODUCTS

EVENTS

WORKSHOPS

MEMBERSHIPS

CONSULTING

LIST YOUR CURRENT REVENUE CHANNELS.

NOW ANSWER THIS:

WHERE COULD YOUR EXPERTISE GENERATE NEW OPPORTUNITIES?

THE *who* PEOPLE INVEST

(BECAUSE REVENUE IS BUILT ON TRUST)

Section IV

WHO IS MOST LIKELY TO INVEST IN YOUR WORK?

DESCRIBE YOUR IDEAL CLIENT AS IF YOU'RE INTRODUCING THEM AT A DINNER PARTY.

"SHE'S THE KIND OF WOMAN WHO..."

WHAT MOTIVATES HER TO INVEST?

NOW ASK YOURSELF:

HOW CAN YOUR WORK SERVE HER AT AN EVEN HIGHER LEVEL?

THE OFFER LADDER

(DESIGNING YOUR REVENUE ECOSYSTEM)

Section V

EVERY HEALTHY BUSINESS HAS A LADDER OF OPPORTUNITIES. FROM FIRST INTRODUCTION TO PREMIUM EXPERIENCE. MAP YOUR OFFERS HERE.

ENTRY OFFER_____

CORE OFFER_____

PREMIUM OFFER_____

SIGNATURE EXPERIENCE_____

NOW ASK:

WHERE DO PEOPLE START?_____

WHERE DO THEY GROW?_____

WHERE DO THEY INVEST DEEPLY?_____

BECAUSE STRONG BRANDS DESIGN PATHS, NOT JUST PRODUCTS.

(THE EXPERIENCE PEOPLE ASSOCIATE WITH YOUR BRAND)

THE SIGNATURE OFFER

Section VI

EVERY POWERFUL BRAND HAS A DEFINING OFFER.

THE THING PEOPLE MENTION WHEN THEY TALK ABOUT YOUR WORK.
DEFINE YOURS HERE.

MY SIGNATURE OFFER IS:

BECAUSE WHEN YOUR OFFER BECOMES RECOGNIZABLE, YOUR
BRAND BECOMES MEMORABLE.

THE REVENUE MANIFESTO

THIS YEAR I WILL CHARGE WHAT MY WORK DESERVES.

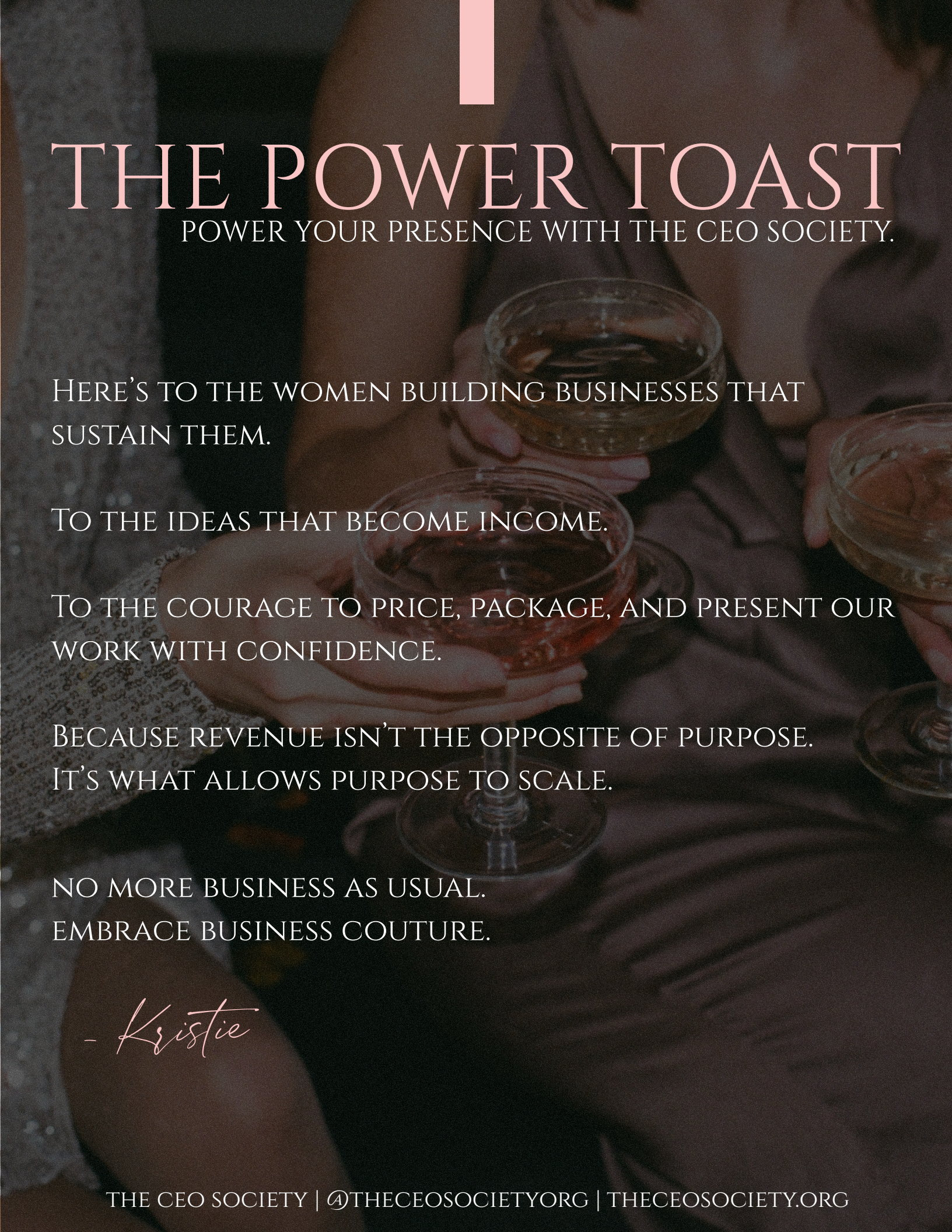
I WILL CREATE OPPORTUNITIES THAT SERVE MY CLIENTS DEEPLY.

I WILL STOP UNDERESTIMATING THE VALUE OF MY EXPERTISE.

I WILL DESIGN A BUSINESS THAT SUPPORTS BOTH MY PURPOSE AND MY PROSPERITY.

BECAUSE PROFIT ISN'T SOMETHING TO HIDE.

IT'S SOMETHING TO BUILD RESPONSIBLY AND PROUDLY.



THE POWER TOAST

POWER YOUR PRESENCE WITH THE CEO SOCIETY.

HERE'S TO THE WOMEN BUILDING BUSINESSES THAT
SUSTAIN THEM.

TO THE IDEAS THAT BECOME INCOME.

TO THE COURAGE TO PRICE, PACKAGE, AND PRESENT OUR
WORK WITH CONFIDENCE.

BECAUSE REVENUE ISN'T THE OPPOSITE OF PURPOSE.
IT'S WHAT ALLOWS PURPOSE TO SCALE.

NO MORE BUSINESS AS USUAL.
EMBRACE BUSINESS COUTURE.

- Kristie