# Hiring for Revenue Streams

For each revenue stream you will want to make sure that you have the following in place as part

of your key team members (as outlined in the 3 Stages of Business Organizational Charts)

* Virtual Assistant (Service) – someone to take care of customers, answer questions and be their point of contact
* Virtual Assistant (Technical) – ecommerce support, website tweaks, sending out

broadcasts/emails

* Project Manager or Online Business Manager - When creating a new revenue stream it is highly recommended that you assign someone as the Project Manager. This could be your Online Business Manager, or if you aren’t ready yet to hire an OBM it could be something that a virtual assistant handles for you. If you don’t have someone managing the project it is very easy for things to get stalled or fall through the cracks.
* Marketing Manager – someone to manage the ongoing marketing & promotion of each revenue stream. This is generally the business owner (you!) in the earlier stages of your business, and would be something that you outsource as your business grows.

In addition to your committed support team you will need to hire different types of project

specialists for each of your revenue streams.

Here is a list of the key players for many of the common revenue streams that many of us are

offering

## Books – print or virtual, workbooksprint or virtual, workbooks (self(self--published)

* Ghostwriter – if you are not writing your own book you may want to engage in the

services of a ghostwriter

* Editor – to review the draft before going to print
* Graphic Designer – for the book cover and possibly layout
* Printer – either print-on-demand (POD)or traditional bulk printing
* Fulfillment house –to process shipments, optional depending on which POD service you

use

## CDs & Multimedia programs

* Talent – your client or a guest speaker/interviewer
* Audio/Video Pros – to help with editing and production of files
* Graphic Designer – for CD labels and cover graphics
* Production – either print-on-demand (POD)or traditional bulk service
* Fulfillment house –to process shipments, optional depending on which POD service you

## Membership (continuity) programs

* Content/Delivery – usually the business owner, potentially associate coaches/trainers
* Technical Specialist – someone to setup the technology for the membership site (i.e

Wordpress + wishlist). This could be a virtual assistant with strong technical skills or a

blog/website designer

* Membership Manager – depending on how active your membership is, you may want to

hire someone to plan classes, facilitate community discussions, manage communications, keep you accountable for developing new content.

## Virtual Events – teleclasses, webinars and trainings

* Content/Delivery – usually the business owner, potentially guest speakers/JV partners
* Virtual Assistant (Technical) – to setup registration and/or sales pages for the event, send out broadcasts
* Speaker Support – someone to communicate and coordinate with speakers (could be your service based virtual assistant)
* Virtual Event Manager – you may want to hire a VEM to manage all the details for larger,

multi-topic events such as telesummits

## Live Events – conferences, workshops conferences, workshops and trainings

* Content/Delivery – usually the business owner, potentially guest speakers/JV partners
* Virtual Assistant (Technical) – to setup registration and/or sales pages for the event, send out broadcasts
* Speaker Support – someone to communicate and coordinate with speakers (could be your service based virtual assistant)

Live Event Manager – HIGHLY recommend engaging the services of an Event Manager to take care of booking venues and onsite needs (especially for larger conferences / events )

## Coaching – Mastermind Groups or 1Mastermind Groups or 1--1

* Content/Delivery – usually the business owner, potentially associate coaches
* Virtual Assistant (Technical) – to setup registration and/or sales pages for the program,

send out broadcasts.

* Client Manager – someone to act as a ‘client concierge’ for your clients, take care of their needs (would also attend any live meetings with coach)
* Live Event Manager – if you do live meetings as part of your program, may want to enlist the services of an Event Manager for booking venues