

REVENUE STREAMLINING & ALIGNMENT WORKSHEET

PART 1: The Big Picture

Which statement best describes your teaching practice right now?

- Focused and sustainable
- Overbooked and stretched thin
- Growing but somewhat scattered
- Busy but not profitable enough
- Diversified but not sure which deserves the most attention



PART 2 — Revenue Stream Alignment Audit

For each active revenue stream, complete the chart.

Revenue Stream	Profitable?	Energizing?	Supports My Long-Term Goals?	Works Well with Other Streams?
	Yes / No	Yes / No	Yes / No	Yes / No
	Yes / No	Yes / No	Yes / No	Yes / No
	Yes / No	Yes / No	Yes / No	Yes / No
	Yes / No	Yes / No	Yes / No	Yes / No
	Yes / No	Yes / No	Yes / No	Yes / No
	Yes / No	Yes / No	Yes / No	Yes / No
	Yes / No	Yes / No	Yes / No	Yes / No
	Yes / No	Yes / No	Yes / No	Yes / No
	Yes / No	Yes / No	Yes / No	Yes / No
	Yes / No	Yes / No	Yes / No	Yes / No

PART 3 — The Ecosystem Test

Examples of Offers That Strengthen One Another

A healthy teaching ecosystem is not simply a collection of unrelated offerings. Strong ecosystems are often built around offers that naturally connect, support progression, and create clear next steps for students over time.

Beginner Lessons → Beginner Practice Group → Social Play

A student begins with private or group beginner lessons, transitions into a guided practice group, and eventually joins ongoing social play opportunities. Each offer supports confidence-building while also creating continuity and retention.

Intro Workshop → Multi-Week Series → League Participation

A low-pressure introductory workshop serves as an easy entry point. Students who want more structure to move into a multi-week learning series, then transition to league play, where they continue to engage regularly.



Social Events → Lessons → Workshops

Some players first discover an instructor through a casual social event or community gathering. That relationship may later lead to lessons, workshops, retreats, or specialty classes.

Private Lessons → Specialty Workshops → Coaching

Private lessons help identify individual challenges and interests. Specialty workshops deepen skill development, while coaching sessions provide more personalized guidance for advancing players.

Beginner Curriculum → Intermediate Curriculum → Ongoing Membership

Structured learning pathways create natural progression. Rather than repeatedly marketing to brand-new students, instructors create continuity by helping existing students continue growing.

Events → Community Building → Retention

Events and socials may not always be the highest revenue generators, but they often strengthen community connections, increase visibility, improve retention, and encourage word-of-mouth referrals that support the broader ecosystem.

My strongest ecosystem connections:

PART 4 — Energy vs. Return

Which stream creates the MOST impact relative to the time and energy required?

Which stream creates the LEAST return relative to the effort involved?

Which stream feels hardest to maintain consistently?

Which stream could grow without requiring significantly more of your personal time?



PART 5 — Simplification Opportunities

What could you stop?

What could you streamline?

What could you delegate?

What could you automate?

PART 6 — Alignment With Your Life

My teaching practice currently supports the lifestyle I want:

- Consistently
- Sometimes
- Rarely

What kind of teaching practice do I actually want to build over the next 3 years?

- High-touch and relationship-based
- Scalable and systems-driven
- Flexible and low stress
- Community-centered
- Premium and specialized
- A balance of income and lifestyle freedom



PART 7 — The “Protect and Prioritize” Exercise

If I could only actively focus on THREE revenue streams next year, they would be:

Top Three Revenue Streams	Why?

PART 8 — One Strategic Shift

What is ONE change that would make your business feel more aligned, sustainable, or manageable?

PART 9 — Action Commitments

One stream I want to strengthen:

One stream I want to simplify:

One stream I may need to reconsider:

