



# IT Founders: Where Is Your Next \$10K Coming From? (The 5-Minute Revenue Expansion Checklist)

Identify hidden revenue opportunities inside your business—even if you're already busy—without adding more clients.

## INSTRUCTIONS

This takes 3–5 minutes. Answer: **Yes / No / Not Sure**

You're not chasing new leads.  
You're uncovering revenue that's already there.

### 1. Existing Clients

1. We regularly identify upsell opportunities
2. Clients aren't just one-time revenue
3. We're not leaving services on the table
4. We proactively expand accounts

### 2. Service Structure

1. Our services are clearly packaged
2. We're not reinventing offers each time
3. Clients understand what else we provide
4. We don't rely on custom work only

### 3. Pricing Leverage

1. We increase pricing when value increases
2. We don't lock ourselves into low rates
3. We review pricing as we grow
4. We're not stuck at the same price point

### 4. Sales Follow-Up

1. We follow up with past leads consistently
2. We don't let opportunities go cold
3. We revisit previous conversations
4. We have a system—not just memory

### 5. Growth Opportunities

1. I can clearly see where the next revenue comes from
2. Growth isn't dependent on new leads alone
3. We're not guessing how to increase revenue
4. We have multiple ways to grow

YES	NO	NOT SURE
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## WHY THIS IS IMPORTANT

Most IT founders think growth comes from more leads. But real growth comes from:

1. better clients
2. better pricing
3. better expansion

This is how you unlock revenue without:

## If you're sitting on untapped revenue...

Let's find it.  
Book a quick breakdown here:

<https://www.alzaelevate.com/>