

RICH OFF PROMPTS

Day 15: Build Revenue That Doesn't Reset Every Month

You've learned how to clarify, position, convert, scale, and automate.

Now we stabilize and elevate.

Most people rebuild their income every 30 days.

New launch. New push. New pressure.

Day 15 is about building income that compounds.

Client Retention — The Hidden Multiplier

If you get 10 new clients and lose 8, you are rotating, not scaling.

Retention improves when:

1. Onboarding is clear.
2. Expectations are defined.
3. Outcomes are measurable.
4. Communication is consistent.
5. The next step is obvious.

Retention is designed, not accidental.

Recurring Revenue — Stop Starting Over

Recurring revenue models include:

Monthly retainers

Memberships

Ongoing strategy access

Maintenance plans

Content refinement packages

Quarterly intensives

Recurring works best when:

The problem is ongoing.

The value is reinforced.

The client sees continuous progress.

You are selling continuity, not just access.

Authority Expansion — Become the Category Leader

Authority grows when you:

Narrow your problem focus.

Publish frameworks.

Speak in patterns.

Raise standards.

Specificity builds leadership.

Leadership builds premium positioning.

Premium positioning supports recurring revenue.

If You Missed Previous Days

1. Define one core offer clearly.
2. Install one revenue asset.
3. Clarify objections and pricing.
4. Create a simple acquisition rhythm.

Then return here.

Practical 3-Layer Structure

Layer 1: Entry Offer

Solves one defined problem quickly.

Layer 2: Core Offer

Deeper transformation and strategy.

Layer 3: Continuity Offer

Ongoing optimization, refinement, or access.

Make the next step natural.

Day 15 Core Prompt:

Based on my current offer and audience, design a retention pathway that naturally transitions clients from my entry offer into a recurring or continuity model. Identify one authority-building framework I should publish to elevate my positioning and justify premium pricing.

Advanced Prompt: Revenue Stability Blueprint

Help me design a recurring revenue model aligned with my brand identity, problem focus, and delivery capacity. Outline pricing logic, value reinforcement strategies, and how to communicate ongoing value without sounding repetitive.

Relatable Examples

Service Provider:

Entry: AI Setup Session

Core: 4-Week Monetization Sprint

Continuity: Monthly Optimization and Messaging Refinement

Digital Product Creator:

Entry: Prompt Pack

Core: Monetization Blueprint

Continuity: Monthly Strategy Vault Subscription

Coach:

Entry: Strategy Intensive

Core: 8-Week Implementation

Continuity: Ongoing Advisory Access

Meta Prompt 1: Retention Audit

Analyze why clients may not be returning or upgrading. Identify gaps in onboarding, communication, measurable outcomes, or next-step clarity.

Meta Prompt 2: Authority Elevation Check

Evaluate my positioning and content. Where am I blending in instead of leading? Recommend one framework I can publish to strengthen authority.

Meta Prompt 3: Recurring Value Reinforcement

Help me articulate ongoing value in my continuity offer so clients understand why staying is more valuable than restarting.

Acquisition builds momentum.

Retention builds stability.

Recurring revenue builds predictability.

Authority builds pricing power.

You are building compounding revenue.