RULE BREAKER

THE RULE BREAKER REVENUE FINDER

100 Ways Revenue May Already Be Hiding in Your Business

New Revenue Starts With What You Already Have.



RETAIL



FOOD & HOSPITALITY



TOURISM & EXPERIENCES



SERVICE BUSINESSES



MAKERS / PRODUCT BUSINESSES

Real examples for retail, food & hospitality, tourism & experiences, service businesses, and makers / product businesses.

JACQUELYN VIRTUE FLAMMINIO

WHY LISTEN TO ME?

I've been the business owner trying to grow without **endless hours** or **money I didn't have.**

5x award-winning business owner.

Owned and operated a **food retail business.**

Led a team of **5.**

Pivoted from products into **workshops, classes and experiences.**

Sold the business — and it **still runs today.**

Creator of the **15 Seats™** framework.

Speaker, facilitator and mentor to small-business owners.

This guide is built to help you spot revenue possibilities before you add more hours, inventory or stress.

HOW TO USE THIS GUIDE

You do not need all 100. *You need the right 1.*

1. **Circle** the ideas that make you stop and think.
2. **Highlight** the ones that use what you already have.
3. **Choose** your top 3.
4. **Test** them through Demand, Margin and Delivery.

QUICK FILTER

DEMAND

Do people actually want it?

MARGIN

Does enough money remain after the cost and time?

DELIVERY

Can I deliver it without making the business — or my life — worse?

More revenue is not automatically better revenue.

RULE BREAKER

RETAIL

20 places new revenue may already be hiding.

1. **Product bundles** — turn single items into solution-based packages.
2. **VIP shopping nights** — after-hours events for best customers.
3. **Paid styling / selection help** — charge for expert recommendations.
4. **Private shopping appointments** — dedicated one-to-one shopping time.
5. **Workshops or demonstrations** — teach use, care or styling.
6. **Corporate gifting packages** — ready-to-buy employee or client gifts.
7. **Supplier launch events** — previews, demos or collaboration nights.
8. **Reorder / reminder programs** — bring customers back at the right time.
9. **Quiet-hour events** — use slow periods for paid events or previews.
10. **Loyalty / VIP membership** — exclusive perks, early access or bonuses.
11. **Gift registry or wish-list service** — birthdays, weddings or holidays.
12. **Seasonal refresh packages** — ready-made updates using current stock.
13. **Rental or trial options** — rent or test appropriate products.
14. **Trade-in or upgrade program** — encourage returning customers.
15. **Curated gift boxes** — set-price gift solutions.
16. **Theme-based shopping guides** — make buying easier by occasion.
17. **Paid personalization** — wrapping, monogramming, notes or finishing touches.
18. **Local delivery upgrade** — premium same-day or occasion delivery.
19. **Private group shopping events** — parties, bridal groups or clubs.
20. **Customer referral rewards** — encourage loyal customers to bring others.

RULE BREAKER QUESTION:

What service are you already giving away for free that customers might happily pay for if it were packaged properly?

RULE BREAKER

FOOD & HOSPITALITY

20 places new revenue may already be hiding.

1. **Classes or skills workshops** — teach part of your process.
2. **Tasting experiences** — guided flights or themed tastings.
3. **Take-home versions of bestsellers** — retail items from popular menu products.
4. **Celebration packages** — easy birthday, shower or anniversary offers.
5. **Holiday preorder programs** – collect demand before the rush.
6. **Private slower-hour bookings** — small events in quieter time blocks.
7. **Corporate food experiences** – team-building, tastings or gifting.
8. **Ready-to-make kits** – bake-at-home or meal kits.
9. **Local collaboration packages** — pair with florists, wineries or makers.
10. **Premium limited experiences** – special menus or chef-led events.
11. **Subscription food boxes** weekly, monthly or seasonal.
12. **Meal or dessert clubs** prepaid recurring favourites.
13. **DIY decorating experiences** cookie, cake or cocktail kits.
14. **Chef's table / maker's table** premium intimate experience.
15. **Office lunch subscriptions** recurring workplace orders.
16. **Wholesale to local retailers** proven products in more outlets.
17. **Private-label production** make for another local brand.
18. **Recipe or skills content** — guides, mini classes or digital resources.
19. **Event add-ons** – dessert bars, favours or tasting stations.
20. **Customer celebration reminders** — easier repeat ordering for milestones.

Rule Breaker Question:

What do customers already love enough to learn, gift, preorder or experience differently?

RULE BREAKER

TOURISM & EXPERIENCES

20 Places New Revenue May Already Be Hiding.

1. **Shoulder-season local offers** create reasons for locals to book.
2. **Premium behind-the-scenes access** stories, spaces or process.
3. **Small-group or private versions** higher-value personal experiences.
4. **Themed seasonal experiences** holiday, harvest or limited-time themes.
5. **Corporate and team packages** retreats, outings or client entertainment.
6. **Take-home products** sell part of the experience.
7. **Collaborative itineraries** pair with nearby operators.
8. **Premium photo-worthy experiences** memorable moments people share.
9. **Story or heritage experiences** monetize the meaning behind the place.
10. **Return-visitor offers** give people a reason to come back.
11. **Locals-only nights** special resident experiences.
12. **Sunrise / sunset experiences** use the same place differently.
13. **Seasonal memberships or passes** repeat access instead of one visit.
14. **Family packages** admission plus activity plus food.
15. **Couples or date-night experiences** package for two.
16. **Educational field trips** adapt for schools or camps.
17. **Senior / community group packages** accessible organized visits.
18. **Hosted itineraries** a fuller guided day.
19. **Souvenir personalization** names, dates or custom keepsakes.
20. **Digital follow-up products** photos, guides, recipes or video.

Rule Breaker Question: **What could you sell to locals, past visitors or premium guests using the same place, story or experience?**

RULE BREAKER

SERVICE BUSINESSES

20 places new revenue may already be hiding.

1. **Paid diagnostic or audit**
   — assess and recommend.
2. **Strategy session**
   — one focused problem, one focused plan.
3. **Productized starter package**
   — fixed-scope, fixed-price offer.
4. **VIP day or intensive**
   — solve a meaningful issue quickly.
5. **Workshops or small-group clinics**
   — teach what you repeat one-to-one.
6. **Templates, guides or toolkits**
   — package your process.
7. **Team training**
   — teach a client's staff.
8. **Implementation add-on**
   — help put the plan into practice.
9. **Ongoing advisory or retainer**
   — support beyond the first project.
10. **Turn repeated free advice into a paid offer**
    — stop solving it for free.
11. **Pre-service assessment**
    — paid evaluation before the project.
12. **Second-opinion service**
    — review another plan or proposal.
13. **Done-with-you implementation**
    — work alongside the client.
14. **Office hours / drop-in advisory**
    — recurring paid access.
15. **Quarterly strategy review**
    — structured planning every quarter.
16. **Emergency / priority service**
    — premium fast support.
17. **Client onboarding package**
    — make setup a paid service.
18. **Certification or completion program**
    — structured learning pathway.
19. **Resource library membership**
    — templates, recordings and checklists.
20. **Referral partner packages**
    — build joint offers instead of sending work away.

Rule Breaker Question: What are you explaining, reviewing or solving over and over again that could become a **defined paid service?**

RULE BREAKER

MAKERS / PRODUCT / E-COMMERCE

20 places new revenue may already be hiding.

1. **Beginner kits** — everything needed to get started.
2. **Paid workshops** — teach the craft behind the product.
3. **Premium custom versions** — personalization or bespoke editions.
4. **Licensing designs or patterns** — monetize your creative IP.
5. **Wholesale** — sell proven products through other retailers.
6. **Subscription or replenishment offers** — recurring purchases.
7. **Corporate gifting** — package for business buyers.
8. **Limited-edition collaborations** — partner on special releases.
9. **Studio or behind-the-scenes experiences** — let customers pay to see the process.
10. **Reactivate past customers** — sell again to people who know you.
11. **Personalized versions** — names, colours or messages.
12. **Create-your-own kits** — let customers assemble their version.
13. **Seasonal collections** — repackage what already works.
14. **Mystery boxes** — curated surprise bundles.
15. **Seconds / imperfect product sales** — monetize usable misfits.
16. **Sample or discovery sets** — try more before buying full-size.
17. **Replacement-part sales** — refills, components or attachments.
18. **Digital companion products** — instructions, care guides or tutorials.
19. **Affiliate or referral income** — recommend tools you genuinely use.
20. **Co-branded products** — versions for events, organizations or partners.

Rule Breaker Question: Besides the product itself, what could customers pay to **learn, customize, experience, replenish** or **gift?**

NOW WHAT?

You do not need all 100.
You need the right next move.

Step 1 — Choose your top 3 ideas

Circle the three ideas that feel both possible and profitable.

Step 2 — Test each one



DEMAND

Do people actually want it?



MARGIN

Does enough money remain after the cost and time?



DELIVERY

Can I deliver it without making the business — or my life — worse?

Step 3 — Pick ONE idea worth testing first

My idea:	
Who it is for:	
What they would buy:	
How I will test it:	
What success would look like in 30 days:	

More revenue is not automatically better revenue.
The right revenue fits your goals, your capacity and your life.

RULE BREAKER

NEED ANOTHER SET OF EYES?

If this guide uncovered several possibilities, the next question is which one is actually worth **your time and money.**

Revenue Opportunity Scan

A focused paid diagnostic where we look at your actual business, review what you already sell, own, know and attract, then identify the strongest 1–3 revenue opportunities to investigate first.

What's included

- Short intake form
- Pre-session review of your business
- 60–75 minute strategy session
- 1-page Revenue Opportunity Map with your best next step

Introductory Investment

C$297

Best for business owners with several ideas and no clear priority.

Book Your Scan →

If you need deeper help after the scan, private advisory is available.