



“The Importance of Revenue Stability”

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If your business has survived a near failure and you have implemented a successful turnaround, you are not out of the woods yet. It is likely that those problems that got you into trouble in the first place are still lurking around your business.

To stabilize your business, you need to identify a plan for increasing your stability. The overall structure of the plan should be such that you specify where you are now (point A), where you need to be (point B), and a plan to get from point A to point B. This will be your Stability Plan.

This should be a straightforward process. In fact, if it takes you more than 20 days to identify the plan and start making the changes to implement it, then you are doing something wrong.

There is a good chance that your business structure (prior to the turnaround) was not organized correctly for stability. If you take the time to properly research your revenue sources, you will be in a better position to identify effective ways to restructure your business for stability.

Are you entirely safe?

Just because you have successfully turned your business around does not mean your problems are over. Things in the marketplace, or the economy, could change and take away what little stability you have.

You now need to restructure your business in such a way that you will not be as vulnerable as you once were to external forces, the whims of the economy or the local or regional marketplace.

I am also going to say that if you understood revenue stability in the first



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place, there is a good chance that you might not have gotten into trouble at all.

There is a resounding principle related to business stability:

Make your business more reliant upon fixed revenue sources. If you understand and follow this principle, you will likely outlast most economic downturns.