

Of the above expenses, which are absolutely necessary to keep?

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Which are nice to have but you could live without?

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Which are things you purchased but rarely use?

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Which of the above expenses generate the highest return on investment?

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Which ones generate no or low ROIs?

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How can you reduce the cost of the recurring fees? (cancel subscription, drop to less expensive package, switch to different service, purchase an all-in-one package, etc.)

If any of the above expenses relate to product creation, how can you reduce the expense for it? (repurpose old content, create some material yourself, etc.)

If any of the above expenses are staff related, how can you reduce the costs? (create SOP, offer training, hold meetings to work out issues that eat up time, etc.)

Now that you understand where to cut expenses, you can focus this new-found money on things that generate the biggest ROI.