

Products you sell once can earn every month.

A sale pays you once. Renting and servicing pay every month.

Take an expensive machine a business buys once, for €10-20K. Two income streams hide inside: Monthly rental instead of one sale, and service for the machines already out there. Five building blocks, four questions, one launch plan.

THE MATH · WORKED EXAMPLE

One device, two futures (worked example)

A €15K machine, rented out for €1K a month



THE BUILD · FIVE PIECES

PIECE 01 The invisible demand

Some customers would rather pay monthly than buy. Others bought years ago, and their machines need check-ups and repairs. **Two income streams, and neither shows up in the numbers.**

PIECE 02 The napkin math

One simple calculation: Monthly rent times months, compared to the sale price. **At some month, renting overtakes selling.** Almost nobody has worked out which one.

PIECE 03 The real model

Then the numbers get honest. What if the machine sits unused? What do repairs cost? How long does it live? **Build the plan for the toughest reader: A banker.**

PIECE 04 The machine

The offer covers rental contracts with service included, and care plans for machines already sold. Customers pick their plan on the website. **Not a strategy slide deck. A system that runs.**

PIECE 05 The balance-sheet flip

A rented machine stops being stock in a warehouse. It becomes steady monthly income, on paper. Service contracts do the same. **And steady income on paper is something a bank will finance.**

Sold once	→ Rented long term, serviced for life
One big purchase, needs board approval	→ One small monthly fee, nobody blinks
A machine in the warehouse	→ A machine that earns every month
One sale every 5-10 years	→ Income that buys the next machine

FIND IT IN YOUR OWN PRODUCT LIST · FOUR QUESTIONS

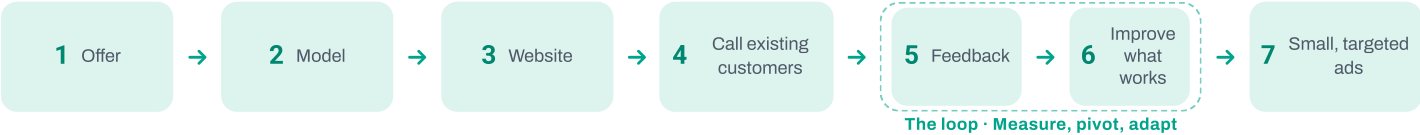
1
Which product do customers need temporarily but can only buy permanently?

2
Which equipment sits unused between jobs, seasons, or projects?

3
Which product creates ongoing work you give away for free today?

4
Where would a customer pay monthly for the result, instead of owning the machine?

THE LAUNCH SEQUENCE · ADS COME LAST



Note: Chart numbers are an example. Your own numbers decide your crossover. How fast it pays off depends on usage, repairs, and financing.