

# Establish Balanced Revenue Streams for a Thriving, Secure Business

**FACT:** Building your business with more balanced sales channels gives you greater control over your company's trajectory and success compared to relying heavily on one revenue stream.

If one of your non-direct sales channels is more than 50% of your bookings then your business becomes more vulnerable to external changes that could be devastating financially. Although it will take time, focus on balancing out your revenue streams across the three main sales channels.

