

Can I Really Make Money Doing This?

You may be looking around at other people with other businesses and wonder how they did it.....and whether you can, too.

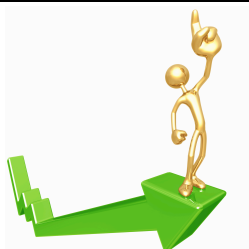
The fact is, we need to create a "sense of desperation" within ourselves if we want to make money.

Because while you have that additional income, that nest egg, that financial cushion.....you will always find reasons for putting off starting up your business and being truly serious about it.



So the first step is to **make your decision about what business you're in...**and then let's figure out how you make money from that.

My business:



PROBLEM

What problem are you solving for somebody else?

The next step in getting clarity (and therefore getting nearer to making yourself some money) is to work out **what problem you're solving** for other people.

You already have a business in mind, or you may even have already started that business. What problem do you solve for people?



Tip: There has to be something measurable...some **pain you're stopping** or some **problem that you're solving**. If you're not solving a problem you don't have a market.

What problem are you solving? What pain are you stopping?



PLAN

Once you know what problem you're solving, you need to have a plan of how you're going to serve up the solution.

Are you offering a product? Is it a service? Will it be provided in a live training or consulting format? Or will it be via email? Or through workbooks and videos?

How do you plan to serve up your solution?



The second part of your plan is to decide who **how** you're going to market your solution.

Ideas include:

- Facebook
- Linked In
- Twitter
- Local Speaking events
- Direct Mail
- Chamber of Commerce
- BNI
- Networking Groups
- Article writing
- Blog posting

How do you plan to market your solution?



PRODUCTION

The last part of the plan is to **stay in production**. You have to keep producing content, connections, relationships...



It's nobody else's responsibility to remember that you're in business except you. It's **your** responsibility to keep telling people and keep emailing them, or posting on blogs, your responsibility to distribute business cards, to go network, send out flyers, to make phonecalls....whatever you need to do. **It's your responsibility to keep producing and stay in production.**

Think about the next 3 months. What are some practical, purposeful actions you could take to keep your business in production?





Don't Forget Your ABCD's

		My Thoughts/Actions
<p>A</p> <p>Accountability</p>	<p><i>Hold yourself accountable to sticking to what you set out to do. Find others who will help you do so. What can you do to build your accountability?</i></p>	
<p>B</p> <p>Belief</p>	<p><i>We believe in you. Now you need to believe in yourself. What can you do to increase your self-belief?</i></p>	
<p>C</p> <p>Commitment</p>	<p><i>You have to be committed to your business. To the goals you've set in place. What commitments are you setting out for yourself?</i></p>	
<p>D</p> <p>Discipline</p>	<p><i>Discipline enables you to show up, do the work, keep focused, irrespective of circumstances. How will you keep disciplined?</i></p>	