

5 Steps To **DOUBLING YOUR INCOME** in the next **90 Days**

Monica Shah's
**revenue
BREAKTHROUGH**
Passionate Ideas. Powerful Planning.

Monica Shah, MBA, Breakthrough Business Specialist
1-800-208-0913, support@revenuebreakthrough.com
www.revenuebreakthrough.com

I am about to share with you 5 steps to turning your business into a Revenue Generating machine. It is my hope that you take these steps and immediately apply them to your own company and see the success that will surely follow. And if you are ready for more success, you'll want to join the Quick Cash Mastery program. In this program you'll get a chance to access coaching with me so that you can get your individual questions answered and be well on your way to taking your business to the next level.

If you are like most business owners, you started your business because you loved doing what you do - you love providing your service to people and improving their lives in your own unique way. And for a while, it was joyful to get new clients and see the results that you created with them.

However, as time progressed, your bills began to mount and it became harder and harder to make ends meet, without working more than one job and putting in twelve-hour days. You've done everything you can to reduce expenses, but paying mortgage/rent and bills takes up most or all of your income.

You have begun to long for the days of consistent cash flow, when buying a new outfit every now and then was totally possible without worry and stress.

It is possible to turn your business around (or create a new one).

It is possible to live the lifestyle that you dream of - to be able to support your family with no problems, and put money into savings accounts. And there is still plenty of money to go on fancy vacations, buy gorgeous new clothes and get pampering massages. This is what your business should be doing for you - helping to support the life of your dreams.

The first place to start is to look at five fundamental qualities of earning lots of money consistently and without too much effort:

1. Are you totally aligned with both your service offering and the tasks that you are currently doing in your business? In other words do you love what you do? If you are out of alignment, your business will always be a struggle, no matter how hard you work.
2. Are you able to identify the major pain that you are solving for your target market in less than 60 seconds? In other words, can you clearly articulate a service that you are providing and a pain that you are taking away that people really need help with today?
3. Are you spending the majority of your time on activities that will directly bring in revenue? Or are you avoiding those tasks out of fear or because you don't know

Monica Shah, MBA, Breakthrough Business Specialist
1-800-208-0913, support@revenuebreakthrough.com
www.revenuebreakthrough.com

how to do them?

4. Are you charging what you are worth? Or are you trying to eek out a living by negotiating deals and doing barter with most of your clients? Is asking for money a constant source of pain and struggle for you?
5. Are you creating multiple revenue streams in your business so that you don't have to depend solely on client work?

Were you able to answer an unequivocal YES to each of those questions? If not, lets get started.

Let's start with question number one. **Are you totally aligned with your service offering?** Here's the rub, when you start a company, you not only have to learn about your service offering and become an expert in your field, you also have to learn how to market and promote yourself. That often ends up being a lot of work and hours. So if you don't love your service and really feel the need to get it out there, you have no motivation for learning how to promote yourself.

For example, I have a client named Sarah. When Sarah came to me she had a full-time Pilates practice. **But she didn't have enough clients to gain the revenue that she really wanted.** So I helped her learn some networking skills and she began to go to networking events. At the events she noticed that it was super hard to introduce herself as a Pilates teacher, even though she had been doing it for years. When I asked her why, she replied that she didn't feel excited by it anymore.

Sarah and I worked together to determine what she really was interested in doing. In the end, she created a company that created rituals for people who were stuck in jobs that they weren't interested in anymore. Now she is a published author and has a super successful, full practice.

People are attracted to you and the services you offer because of your excitement, so if you are consciously or subconsciously burnt out or uninterested in your services than they will know it. Also, if you don't like what you do, you'll find it that much harder to learn what you need to learn to be able to promote it, and see it to its success.

Also, note that the people who are very successful at what they are doing are truly aligned with it. They live and breathe their teachings and just can't get enough of it. These are the folks that talk about what they do at parties. The business owners that just seem perfectly aligned to be doing what they are doing.

The first step in the process is to ask yourself the following questions and write down the answers. Then compile the answers together to determine what service or product you are totally aligned with. This will provide the first step of determining what you are aligned with. It may also become clear to you that you are not aligned with what you are currently doing.

- What books do you have by your bed? What do you read in your free time, when you can choose anything?
- What do you most enjoy talking to people about, especially people you don't know or whom you've first met?
- Look back on the clients you currently have had, or if you are just starting, friends that you have helped. What topics of conversations were easiest for you to have?
- Look back on your work record. Were there points where you felt like what you were doing was so easy that you couldn't believe you were getting paid for it? What were you doing?
- If money were not an issue, what would you spend all day long doing?

As you begin to answer these questions, you may begin to crystallize a new business offering or idea that you could provide. If it makes you excited and you just want to tell the world about it, then you know you are in the right place.

Also, please note that as women — we change our minds — a lot. So please don't beat yourself up if you were super excited about what you do at one point in your life, but you just aren't anymore. Allow yourself and your services to grow, evolve and change as you do.

Know that so many of the very successful business owners out there, including yours truly have created multiple brands and multiple websites before they found their sweet spots.

If you need more help determining your idea, you may want to give us a call so that we can go through a branding and purpose session with you.

Now that you are aligned with your service, let's move on to step 2: clearly articulate the pain that you are solving for your client.

Way too often, I have service practitioners that come to me complaining that their networking and sales pitches simply aren't working. One of the root causes of this problem is that your potential clients just don't see how you can help them.

For example, one of my clients Judy is a hypno-therapist. When she describes her service offering she says, "I help people disrupt patterns that are causing them

Monica Shah, MBA, Breakthrough Business Specialist
1-800-208-0913, support@revenuebreakthrough.com
www.revenuebreakthrough.com

problems and create new behavior to get what they want.” **The problem is that the average person doesn’t even know that they have negative patterns; they just know that their life isn’t perfect.**

You as a practitioner have to be able to communicate to your lead in a way that they understand. You must speak to them about how you help solve their core problems. The best way to determine core problems is to think about what people worry about when they wake up in the morning.

Here are a few core problems:

- . I need to lose weight.
- . I need to find a relationship.
- . I need more money.
- . I need a new job.
- . I need to get more organized.
- . I need to find more time.
- . I need to reduce stress, stop worrying

I coached Judy to reframe her sales pitch to “I help people who are having trouble losing weight or finding the right relationship. I help them eliminate what is standing in their way of a perfect body or finding the right partner.” Immediately, Judy began to sign new clients. People began to resonate with the problems that she solved. She still helps them through hypnotherapy, but she introduces them to her work in a much different way.

Here’s another example, my client above, Sarah. She is a ritual specialist. She tells people that she helps them make more money. How? By designing a specific ritual in their life that symbolizes what they want to create and how they will create it — namely money. In this economy, Sarah is doing quite well.

Determine what core problems you solve. Then communicate those to your leads. You’ll notice that they are much more likely to sign up for your services.

Now that you know who you serve and what problems you solve, let’s look at how you spend your time.

Another common problem I see from business owners is that there just isn’t enough time in one day for them to complete everything. Project after project, they work from dawn to dusk, building their businesses, but not growing them.

The best way to manage your time is to identify your goals and work from there. If your goal is to make more money and breakthrough to huge revenue, then you must pick the tasks that actually add to your bottom line, and do them first.

Monica Shah, MBA, Breakthrough Business Specialist
1-800-208-0913, support@revenuebreakthrough.com
www.revenuebreakthrough.com

Let me tell you about a friend of mine, Corrie, who owns a service business where she trains people to make cold calls and get more meetings. She has two children at home so she needs to be able to get home everyday by 4:00. **So realistically, Corrie works about about five hours a day - and her business just crossed the \$250,000 mark.**

How does she do it? Corrie gets to work and is very clear about making sales calls and following up on leads for the first two hours of her day, every day. She lands a new client about every other day. She also has a great business manager and support team around her. She delegates all the management and details to her team. **The Lesson - focus on the activities that are going to directly affect your bottom line and find a great team to help you do the rest.**

How does this apply to you? Well if getting clients is your source of money, then your focus should be on networking, marketing and following up with leads. If you do workshops and presentations, than your focus should be on finding new places to speak. If you sell products, then focus on getting more outlets for your products.

Once you begin to generate revenue, then focus on bringing in some part-time, (perhaps virtual) assistance to help you deal with the details so you can focus on developing new leads for the business.

You see, if you are spending your time making your marketing materials look pretty, or fixing your website, or organizing your bills — you are not going to bring in revenue immediately.

I also see so many service practitioners spending way too much time getting more training or learning new skills for their practice. Yes, these activities are important, but do them once your revenue starts to flow more freely.

Yes, you may experience a bit more chaos if you are spending more time doing the activities that generate income over the organizing and managing activities, but it is only in the short term. Once the money comes in you'll be able to hire assistants, interns and contractors to help you make your business more organized and professional.

So the best way to start to engage in this practice is to follow the three steps below every morning:

1. Decide how many hours you have to work that day and stick to it (balance is important).

Monica Shah, MBA, Breakthrough Business Specialist
1-800-208-0913, support@revenuebreakthrough.com
www.revenuebreakthrough.com

2. Decide where your revenue is coming from and what activities you can do to increase that source of revenue.
3. Focus on those activities until you start to see more money flowing in. You may even decide to delegate your other tasks to an assistant.
4. Continue this process daily and you'll start to notice that you are beginning to meet your revenue goals.

Once you are totally aligned with your business, can articulate the problem you solve and know how to manage your time — potential clients should begin to appear.

But the problem is that if you can't charge them your appropriate value — you'll always be stuck working hard with no money in the bank to show for it.

Every year in my [Money Club program](#), we begin by exploring the money mindset. You see, you just can't make a shift on your outside — asking for more money, before you start looking at your inside.

Most of us carry around deep innate beliefs around money. These beliefs have been ingrained in us through our parents and our life experiences. Here are some examples of inset money beliefs:

- . I can't charge more money because I'm not experienced enough.
- . I can't charge more money because no one will pay it.
- . People just don't have more money and I am not going to take their last cents.
- . My services are not worth more money.
- . I don't think earning more money is a good thing.
- . I don't need more money, really, I can get by.
- . Money is evil — it only leads to bad things.
- . I need to serve everyone and it's my responsibility to help even if people can't pay.
- . It's OK for other people to charge more — just not me.

If you are carrying around these beliefs, they act like heavy weights on your being — pulling you down so that you can't possibly change how you speak to your clients about money. For example, one of my clients had an inherent belief, passed to her from her father that “rich people are mean and awful”. Thus, every time she accumulated some money, she would get rid of it immediately to keep herself from getting “mean and awful”.

So the first step in asking what you are worth is to look within yourself. Spend some time asking yourself the following questions. Don't censor, pause or think too much about the questions. Just write the first things that come to mind and write fast.

- . What did I learn about money from my parents?
- . If money were a person, how would I feel about him/her?
- . What is my view of the people in my life who have money?
- . How does money make me feel?

These questions should begin to give you a sense of what limiting beliefs are holding you back about money. Next, you'll want to begin to create new more positive belief systems. There are two main ways to radically change your mindset: sudden trauma and consistent input of new beliefs. I think we'd all like to avoid sudden trauma.

To begin the process of consistent input of new beliefs — I suggest you begin a morning success ritual. Every morning listen to or read a chapter of a money, mindset or success book. This can be done in a number of ways — a chapter a day, listening to an MP3 while you are walking, skimming materials on the train. The most important thing to do is focus your energy and intention on learning more about money and abundance in your life, **and do it consistently**.

I began doing the morning success ritual when I was \$15,000 in debt and not nearly making enough money — in the first year of my business. I got as many audios of books as I could find and then went for a fast walk every morning — Ipod in tow. Within a year I was debt free and had \$30,000 in the bank (and I also lost 15 pounds). It works, trust me.

Here are some books I suggest, but please use your own judgment here. Go to the money, success and business sections of your bookstore and pick out your favorites. Also, explore money mentors and coaches for their audio courses and e-books.

- . The Millionaire Mind — T Harv. Eckert
- . Think and Grow Rich — Napoleon Hill
- . Earn What You Deserve — Jerold Mundis
- . The Couple's Guide to Love and Money — Jonathon Rich
- . The Big Leap — Gay Hendricks

Next, get really clear on how much you would like to charge your clients. Also, get clear on who and where those clients are that could pay those prices. You may need to start fishing in a new pond.

Begin practicing asking for that amount of money in the mirror and in practice sessions. Then begin to ask for it. Realize that some people will say "No." In fact, it might take a while before you begin to attract those that can say "Yes." But you must

Monica Shah, MBA, Breakthrough Business Specialist
1-800-208-0913, support@revenuebreakthrough.com
www.revenuebreakthrough.com

wait and be persistent in this process. You will attract a client who can say yes and then you'll understand what needs to be said and it will get easier after that. But remember that this process requires faith in yourself during the process of learning.

You may also need to sharpen your marketing and selling skills. This report would read like a book if I were to explain that part. But if you need help with the marketing and selling part — please check out my Six Figure Blueprint for Women: 10 Steps to Finding Clarity, Your Ideal Clients, and More Money to Live Your Dreams at www.revenuebreakthrough.com/blueprint. You'll find tons of marketing and sales resources there and your first month is free.

If you find that this is a particularly heavy topic for you and you'd like to learn even more about how to release your money blocks, you'll want to check out our Quick Cash Mastery Program, a 4 session training package designed to help you hit the ground running. Inside, you'll find everything you need to generate \$3,000 in the next 60 days. Get clear about what you do. Ask people for business – with confidence. And attract business online. It's all there – and I'll walk you through what you need to know, step by step (e-mail support@revenuebreakthrough.com for more details).

We now move on to step five - creating alternate revenue streams. What if you decide to take a break from client work, to go on a vacation or spend more time with your family? You will need another source of income. I'd like to give you a few options of how you could create that alternative source.

I'd like to point out that you shouldn't worry about creating alternative sources of income until your practice is full and you have systems in place to keep it that way (for more help here check out www.revenuebreakthrough.com/blueprint).

But once you get to that point, it may be a good time to begin thinking about creating more than one channel to bring in income.

I'm only going to cover these channels briefly as each of them could be a paper or class all on its own. In fact, we have entire programs to teach this part.

The most common way to create another stream of revenue is through creating an information product. Information products are books and CDs that teach people your programs and are downloadable online. You could create a Home-Study Kit or a Workbook that your clients could complete on their own. The array of products is infinite. However, before you create anything, I highly suggest that you poll your audience and ask them what they want and how they would like it presented.

Monica Shah, MBA, Breakthrough Business Specialist
1-800-208-0913, support@revenuebreakthrough.com
www.revenuebreakthrough.com

Another stream of revenue could come from affiliate programs. Here you become an affiliate of someone else, which essentially means you market their programs and products and receive a commission for everything you sell.

A good way to start here is to look at other expert's web sites that you respect and trust and perhaps have bought or used before. You'll sell lots of products if you use their products yourself and fully believe in them. Then check to see if they have affiliate programs set up. You can check our affiliate programs out at www.revenuebreakthrough.com/affiliates.

A third stream of income could be gained by hiring other service professionals to work with you or by licensing your methods to other coaches or professionals. Again, this is advanced material, but when you are ready, such methods can be extremely lucrative.

Some service professionals grow their product business so large that it overtakes their actual service business. This is a personal choice. Whatever you choose to do, knowing that you have multiple streams of revenue will help you sleep better at night while you are making your revenue breakthrough.

In summary, there are five important steps to creating a revenue breakthrough.

1. First, make sure that you are totally aligned with the services and products you are offering your clients. By alignment I mean that you love what you do and that you find it comes easy to you.
2. Know the "core problem" that your product or service is offering and express that to your leads and potential customers.
3. Be sure you spend your time focusing on activities that are adding to your bottom line, and not those that will bring revenue in at a later time.
4. Charge what you are worth and eliminate the success and money beliefs that are blocking you.
5. Create multiple revenue streams in your business so that you don't have to depend solely on client work.

Ok, so these five steps should have you on your way to making more revenue, but there is so much more to learn.

I had the option of making this paper laboriously long with all the tips and tricks I know, or making it easily digestible with steps that you can take in the next 30 days. I figured you'd appreciate the latter.

But, I'm a prolific creator and I just couldn't help writing out all the next steps. So I've created an amazing audio and report: **The Six-Figure Blueprint for Women**.

Monica Shah, MBA, Breakthrough Business Specialist
1-800-208-0913, support@revenuebreakthrough.com
www.revenuebreakthrough.com

This is a plan that takes you step by step through building your business so that you can live the lifestyle of your dreams. If you are a woman who's been in business for a number of years and are thinking, "*Well what is the bigger picture? What is the plan? How do I get to the next level?*" this report is definitely for you. It's ten simple steps ***to get from struggle to a clear direction, consistent clients, and the money to live your dreams.*** It contains advice on everything from how to attract clients and build your empire, to setting up an interactive website. To get your blueprint, click [here](http://revenuebreakthrough.com/blueprint/).
(<http://revenuebreakthrough.com/blueprint/>)

I can't wait to see you in the club and on the calls! Here's to skyrocketing your business!

Thanks so much! I truly wish you the very best in your business.

With much appreciation,

Monica

Monica Shah, MBA, Breakthrough Business Specialist
1-800-208-0913, support@revenuebreakthrough.com
www.revenuebreakthrough.com