

# Creating Regular Cash Flow is Easy

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As a small business owner, you wear multiple hats in your business. This means that you often focus on all of the day-to-day tasks of running a business and overlook the few things in your business that actually bring in clients and cash flow.

**When I first started my business, I had wondered how to generate income but only thought I could generate it through one high-priced option.** I made the mistake most

consultants and other solopreneurs make by offering high priced options that bring in a lot of cash all at once.

What I set up was a business model that many entrepreneurs develop when they get started. It's what I call their "yes OR no-and-go" option. It really wasn't an option at all. It was yes, I'll work with you OR no I won't and they go...away. It had no leverage, just one lump of money.

**The limit to a Yes OR No-and-Go option is that it requires you to do the work and offers no choices for your client to work with you.** As the saying goes, "no margin - no mission." There will always be a limit to what you can earn with that model alone because it doesn't provide choices.

**If you want to create a sustainable business,** the earlier you start thinking about how to shift your business model to create more **recurring, passive and leveraged** income, the more likely you will be in business a year from now.

Some of the ways my clients can work with me include:

- Month to month through my Success Circle, which has two service level choices
- My monthly webinars/teleseminars, and
- Through my live Wake Up Profitable Event each year
- Through my self-study implementation programs

These choices come with built in support and give my clients an opportunity to choose the level of support they need based upon how quickly they would like to achieve their goals.

## Here's Your Excellerator Cash Flow Assignment

Write down all of the ways you could work with your clients beyond one on one. Identify the level of service and a price point. Before you know it, you will be creating options in the way your clients can work with you and with it regular cash flow.

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