

THE ULTIMATE GUIDE TO *massive money months*



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introduction

Hi Gorgeous

In my nearly 10 years as a corporate lawyer, one of my jobs was working in-house for a global shipping company, as an advisor to the Founder both for his global shipping business and his personal investments.

During my time in that role, I got my hands on a lot of business plans and investment proposals, and let me tell you, they were complex documents full of all sorts of marketing analysis, 12 month fiscal projections and tons of research. And while there's a time and a place for that, in your online business right now, you only need to plan 30 - 90 days at a time.



Why? Because in the beginning, your business will grow rapidly. The beauty of the online world is the capability for massive growth in a short amount of time. You don't have to wait 3-5 years to see a profit (like the brick and mortar businesses we grew up with) you can over-take your estimates in a matter of days or even hours in the online space.

I certainly didn't predict the quantum leap that my business made in the first 60 days, so be open to yours moving quicker than you imagine as well.

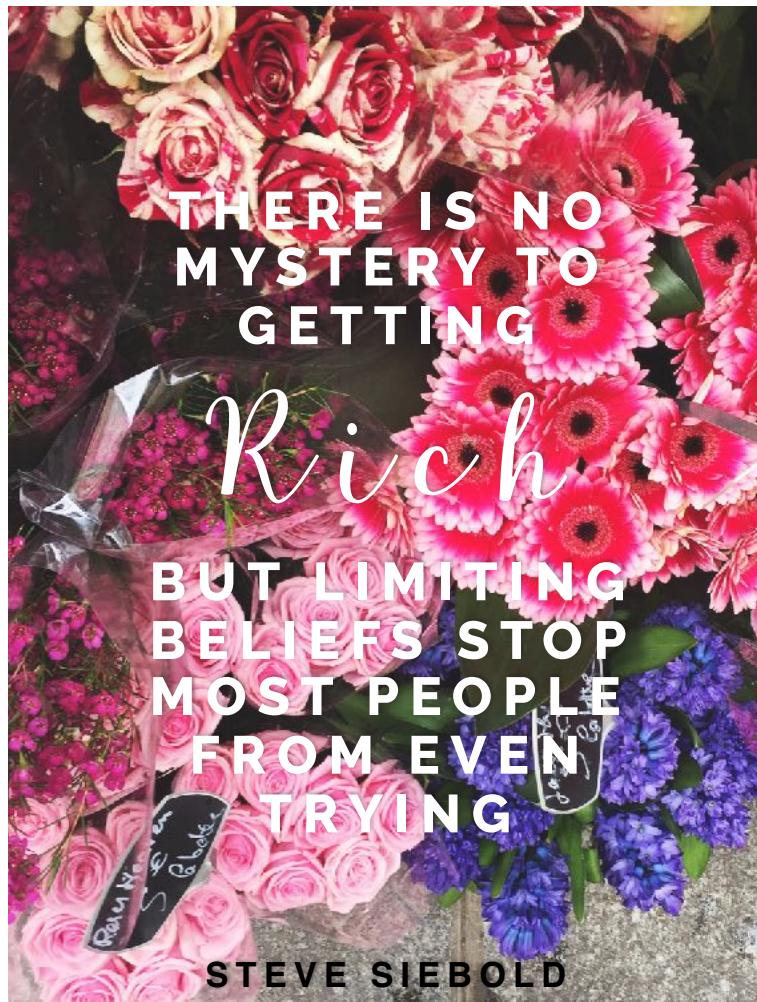
How to use this guide:

1. Watch the accompanying video on the membership site
2. Follow the steps outlined in this workbook every month
3. Implement my daily routine if you don't have one already
4. Rinse and repeat every single month.

I'm excited to see your business take off this month and every single month after that.

janelle xx

inspiration



1.

checking in

The first thing I do each month is check in with the current status of my business and note how many current clients I have, if any of those clients are wrapping up with me that month, and how many new clients I can comfortably take on. I keep a running spreadsheet so I always know how many clients I have, but it's good practice to open it up once a month and check in with that.

(Note, that this is something I'd expect you to outsource as your business grows, but in the beginning, it's good to be hands on in all aspects of your biz, especially client monitoring).

For me, as a coach, I'm comfortable with 10 one-on-one clients, but I also know I can go up to 15 if I wanted to feel stretched. So this is how I check in with my biz - if I have 8 current one-on-one clients, and 2 are wrapping up this month, I know that comfortably, I can take on 4 more private clients this month.

As a service based entrepreneur, you should be feeling into your comfort level in terms of how many clients you can serve, and know what your stretch point is. In deciding this number, use past experiences, or if you're brand new in your biz (that's totally okay) take 10 clients as a goal, and regularly tune in with how your body is feeling as your workload increases. You want to maintain a certain level of client care without sacrificing your health.

So, what's your comfortable client number?: _____

2. non-negotiable amount

The next step is to work out the amount of money you need to bring in to meet your expenses (your non-negotiable amount). Now, this isn't meant to be scary, though for many new entrepreneurs the idea of "budgeting" can be daunting. But trust me, putting your head in the sand when it comes to your finances isn't serving you, and it's likely one of the reasons you're not making the money you desire in your business..

Did you know that your relationship with money is reflective of the level of success in your business? Like any relationship, the more you show money love and give it attention, the more it loves you back. (I know, I was surprised too!).

But here's the thing, building a stronger relationship with money and improving your money mindset is key to shifting your bank account balance. Here are some ways to improve your money mindset and create a healthier relationship with your finances:

- be conscious of your money language - i.e. switch out the word "expensive" for "premium" or "fancy" and don't say "I can't afford it", instead say "I always have enough money".
- check your bank account/s each morning (I do it while playing this law of attraction affirmation).
- show gratitude for any payments that have come in, or gone out (even the water bill - because you like hot showers, right? It's about flipping the switch on your internal dialogue with money and being grateful for everything).
- be thankful for the balance in your account - even if it's not the size you'd like, there's still something to be thankful for. The more you think about and thank about, the more you bring about!
- diarize due dates for bills (note, I refer to bills as "blessings for invoices already received") so that you know exactly what's due and when, and you're prepared for that payment.

I encourage you to step into the shoes of the woman who takes control of her expenses and knows when a "business or life blessing" is due to come out of her bank account (instead of turning a blind eye and hoping it will sort itself out). Proper money management begins with the smallest of shifts in the way you think and speak about money.

It's also important to know exactly how much money you need each month for your life and business blessings.

Each month I work out my money flow (I stopped using the word *budget*, it's so... icky!) which is made up of my necessities and desires. On a high-level, what you need to do is work out your expenses (necessities) for the month, add in the amount you want to spend on *desires* (those things that aren't necessary to your life or biz, but that you desire to buy or experience) and the total of those two amounts is your **non-negotiable** amount.

non-negotiable amount

Here's some examples of what could be necessities and desires (take note of what I now classify as necessary in my life/business - it may not be what you thought, but I'd encourage you to start viewing necessities in this way as you step into becoming the successful entrepreneur you desire to be):

NECESSITIES	\$/£	DESIRSES	\$/£
Rent/Mortgage		Move to a new flat	
Credit Card		New laptop	
Insurance		Upgrade to Business Class Flights	
VA support			
Coaching			
Store Card			
Squarespace			
OntraPort subscription			
Phone			
Gym			
Dentist			
Meals out			
Handbag			
Hair/Spa			
Make-up			
sub-total	\$/£		\$/£

Now it's your turn. (Note: If you're doing this for the first time, it's a good idea to print off your last three months' bank statements so that you can work out the average cost of your necessities and desires).

Remember, be kind to yourself with this process. It's not meant to make you feel bad or wrong for your expenses, or your debt, but to get you in a place of comfort with managing your finances.

non-negotiable amount

MONTH: _____

Your non-negotiable amount isn't a number you pull out of thin air, there's got to be a *purpose for every penny* you want to bring into your business.

This exercise may have opened your eyes to realizing that you're not in the exact place you thought you'd be in terms of the money you have in the bank. And that's okay.

non-negotiable amount

Perhaps you have a lot of credit card debt or large student loans. Or maybe this exercise has made you take stock of the areas in your life where you're spending more money than you thought (like Ubers, or shopping or travel).

That's actually a *good* thing. Having a conscious awareness of what you're spending your money on is awesome. Perhaps you've identified areas that require a little restraint or management? It's important to not make yourself wrong or feel bad, just acknowledge and put a plan in place to rectify it. You're in control.

But today, just start the process of building a better relationship with your money and know that in your business, your bottom line can (and will) increase rapidly, and the way your finances look today does not represent how they will look tomorrow, next month or next year.

Now it's time to work out your non-negotiable amount.

Total Necessities:

Total Desires:

Now add your necessities and desires together and that's your non-negotiable number for the month.

Non-negotiable:

3.

create a money path

Now that you have your non-negotiable, step #3 is to create a path for money to come in.

Here's what I mean. If my non-negotiable amount is **\$10k** for the month the path I create could be:

4 x \$2,500 one on one packages

OR

2 x \$2,500 one-on-one packages (\$5k) plus **one \$5k VIP intensive day**

You get to decide what feels good to you in your business.

What's the path to the money?:

(Note: you should feel excited about the method of bringing in the money because if the path to get to your goal doesn't excite or energize you, the money won't flow.)

Why does this method excite and energize you?

4. take inspired action

The next step is mapping out exactly how you're going to reach your goal this month. In my business, I write down all the action steps I can take to bring in the money, and then I note down all the unexpected and serendipitous ways that the money could come my way.

Serendipities are all those little happenstance occurrences, coincidences and unexpected surprises that you might call 'luck' or 'chance', but that's actually the Universe supporting you in reaching your goal.

The thing I've learned from being in business for myself is, there's a time for push and hustle and you absolutely need to take massive action but at the end of the day, when you've done all you can do, it's time to surrender to a little bit of magic from the Universe, and trust that everything will work out as it should.

Here's an example of what I mean:

Non-negotiable amount: **\$10,000**

Money Path: **4 x \$2,500 1:1 clients**

ACTION STEPS	SERENDIPITIES
Send two sales emails per week to my list with an exciting fast action bonus (e.g. a bonus coaching session or website copywriting)	A family member recommends you to their friend
Optimize my Facebook Ads (change my picture, amend the copy, or increase the daily spend)	A client forwards your newsletter
Tweak my program page so it really shines and attracts my ideal client	Someone sees your feature in a mag or podcast and reaches out to you
Show up in Facebook groups and do more facebook lives on my <u>Biz Page</u> and in my private group, <u>Ambitious Business Women</u> .	You meet someone at the airport lounge on your way to a fun weekend getaway

Now it's your turn.

take inspired action

Non-negotiable amount: **\$10,000**

Money Path: **4 x \$2,500 1:1 clients**

ACTION STEPS	SERENDIPITIES

I find that working in this way helps me run my business with more ease and balance, because I know I've done all I possibly can to meet my goal, and knowing that I'm open to accepting those little serendipities from the Universe takes a huge weight off my shoulders.

take inspired action

As Thomas Jefferson once said; "the harder I work, the more luck I have". So, the more effort you put in to reach your goals and achieve your dreams, the more unexpected opportunities (or serendipities) will come your way.

But you can't just sit back and hope the Universe serves your \$10k goal on a silver platter. You need to take massive action.

So let's schedule your action items in your diary so you know exactly what steps to take each day to reach your goal.

I use the Day Designer as my hard copy planner, plus everything goes into my google calendar as well. Remember, "it's not real unless its scheduled" (Marie Forleo) so make it real by setting aside time to get each action item done.

5.

create the space

The next step is to create the space for the clients that **are** on their way to you.

My system is to take a piece of colored paper and write the numbers 1 through 4 (because my path to the money was to call in 4 x 1:1 clients this month) and leave a space beside the number to fill in the name of the client as they sign up. Like this:

MONTH: _____ \$_____

1. _____
2. _____
3. _____
4. _____

I then stick it to the wall above the coffee machine in the kitchen because it's the first place I go in the morning and I look at it every single time I make myself a coffee.

If it helps, you can write your top 3 action steps and serendipities on this sheet of paper as well to keeps you motivated and on track.

Some other methods to hold the space to welcome clients are:

1. Post-it notes around the house (bathroom mirror, computer screen etc)
2. A piece of paper on the fridge
3. Put the client's name in your calendar (you can give them actual names) so that it looks like they're already working with you
4. Create a financial spreadsheet to track your business income, and write the future client's name (or call them "October Client 1" for example) and investment amount beside it, like they've already paid (I've had massive success with this).
5. A bowl on the table and each time a client fills a space, you write their name on a piece of paper and put it in the bowl so you watch your bowl fill up.

Now it's time to create your own system for holding the space for your new clients.

thoughts & questions

What's your system?

Where exactly are you placing this money path system in your household?

How excited are you by this money path? Does it feel comfortable or can you stretch a little more?

6. create a money affirmation

What you focus on, grows so the next thing to do is to create a money affirmation that affirms your goal. By repeating the formula or path to the money over and over and over in your mind, you embed the belief that the money is on its way to you deep into your subconscious, and you'll reach your goal quicker.

The key is to *act as if* you've already reached your goal. So, if money is your goal (note: this step works for manifesting your dream car, home, man, job, etc.), what I like to do is to act as if I've already *received* the money. Like it's already in the bank. I do this by feeling the feelings NOW that I'd experience when that money does hit my account.

Here's what I mean: when I raised my prices to \$5,000, I set it in my mind that I wanted three new clients at my higher price before I increased the price again. I focused on those three clients coming my way, repeating in my mind the affirmation that "three clients are going to sign up at \$5,000 each this month" and I really felt the feeling of excitement and joy that I always feel when new client joins my business.

And by the 4th of the month I'd hit my target of 3 new clients. (And there were still 26 days left in the month!). I then increased my prices to \$7,500 and did the same thing, focusing on my goal, repeating my mantra over and over in my mind, and feeling the feeling of receiving the clients, and I reached my goal!

The key is to be clear, specific and present (as in, use the present tense, as if it's already your reality) because *thoughts become things* and the quickest way to get what you want is to act as if you've already received it. (Honestly, at this point in your biz if you're not reaching your income goals, give it a go!. What do you have to lose?).

You can focus on your goals by creating affirmations like "\$10,000 is already in my bank account" or "4 new clients are on their way to me this month" and "I will make \$10,000 this month by selling four \$2,500 packages".

(Hot Tip: read Napoleon Hill's "[Think & Grow Rich](#)" and take note of his 6 step formula to riches!).

What's your money affirmation. Come up with three.

7.

celebrate

One thing I've learned from working for myself is, you've got to take time to enjoy the ride, and to celebrate your wins. So when you get a new client, or when you reach your goal or tick something off your to-do list, you should celebrate in some way.

For you, that might mean buying the fancier bottle of wine, taking a relaxing bubble bath or a picnic lunch at the beach. You get to decide.

By celebrating the little wins throughout the month, you're actually showing yourself gratitude and recognition every step of the way, and it amplifies your results.

In what ways can you celebrate your wins today?

Now let's think about your ideal celebration. When you hit your massive money month, how are you going to celebrate?

Let's put that dream on a timeline. What month will you achieve that goal?

celebrate

ACTION STEP: Now write that celebration in your diary (because it's not real unless it's scheduled)!! Pretend like that massive money month is definitely going to happen because "make believe" is one of the strongest ways to manifest the money you desire - pretend like you already have it and feel the feelings of joy and happiness as if the money and success was already yours.

And that's it. That's what I do every single month in my business to reach my income goals. You now know the steps I take to ensure I'm consistently achieving my goals each month.

troubleshooting

If you're following the 7 steps in this guide but you're still not reaching your massive money months, then try these rectification steps:

- 1. Go back and check in with your business.** Are you sure you have capacity to take on that many new clients? Maybe it's the Universe's way of telling you to slow down, that something else is coming your way, and that you really aren't in flow. Think about the space you have in your life and biz, and make sure you've got enough room to take on the clients you wanted when you created the money path.
- 2. Were your action steps realistic?** If you unrealistically piled too much on your plate, and didn't finish your tasks, this could be a reason why you didn't reach your goal. I know you're superwoman, but if you've put too much on your plate and set unrealistic goals, then you won't hit your target.
- 3. Was your income goal *really* non-negotiable?** Planning to repay all of your debt and your husband's credit cards plus the mortgage is NOT realistic in your new business. Wanting to be debt free and support your family is wonderful, but was that commitment this month really non-negotiable? Check in with that and you'll likely find that there was room for negotiation. Those things could be repaid over longer periods of time with little to no impact on you in this very month, so perhaps your non-negotiable amount really wasn't non-negotiable?. Be kind to yourself and don't make yourself feel wrong for your debt (after all, debt is really just the sum of invoices for blessings already received).
- 4. Are you energized by the path to bring in the money?** If you weren't energized, you won't be motivated to reach your goal and it just won't work. It's time to feel into that feminine energy and align with your business truth to discover the most exciting path to the money. When I follow my heart and create the most exciting path to the money, I always reach my goal with ease. Focus on you (don't compare yourself to others) and create a money path that super-charges your soul and lights the fire needed to take massive action on behalf of your dreams.
- 5. Did you create a money affirmation and actually stick to it?** Be honest, did you repeat your money mantra several times a day? Did you focus on it, feel it and believe it like the money was already on its way to you? Persistence and consistency is key.
- 6. Did you work on your money mindset?** If you're not doing your daily affirmations, tracking your money and showing gratitude for what's going out and coming in, you need to rectify that. The Universe needs to see that you can manage what you've got and that you're grateful for what you already have, before it'll give you more (a little woo-woo I know, but I've found it to be true in my business). Schedule time each morning to work on your money mindset by doing some reading, checking your bank account and listening to law of attraction money affirmations.

daily mindset routine

So now you know how to calculate your non-negotiable amount, find the path to the money, and hold the space to welcome the clients, you're ready to implement the success mindset practices that I do every single day to keep me balanced, focused and on track to reach my income goals.

- 1. POSITIVE AFFIRMATIONS:** I listen to this [positive affirmation](#) and then [this one](#) to align myself with a positive mindset (you can play these on your phone while getting ready, making coffee, starting your computer in the morning, or doing a work out).
- 2. MONEY MANTRA:** I then play my favorite [law of attraction affirmation](#) as I check my bank account balance, giving thanks for anything that's come in overnight, or gone out.
- 3. EXERCISE:** I'll go for a walk and listen to my latest book-squeeze on Audible, head to the gym or do some yoga at home to get my body active.
- 4. JOURNAL:** I journal every morning for 5-10 minutes. This can be simple note taking, jotting down my thoughts and letting out my emotions on paper. Occasionally it's a structured process, but usually it's just a bit of a brain dump.
- 5. MEDITATE:** Quiet time to meditate is important in my morning routine and it can be anything from 5-20 minutes depending on my schedule. By allowing myself the time to be still with my thoughts and to really visualize my day being productive and easy, it sets me up for success. I set the intention that today is going to be a GREAT day!
- 6. GRATITUDE & SCHEDULING:** Then I schedule all of my tasks in my planner and write down what I'm grateful for that day (at least 3 things). By giving thanks for what I have, rather than focusing on what I don't have, reduces my stress and helps me serve from a place of abundance. I'm just a better person all round when I do that. Remember, what you focus on expands and what you think about and thank about you bring about. Focus on the lack and scarcity - you're going to get more of it. Instead, I consciously choose to give thanks for what I already have in my life and it makes me feel abundant. And when you're feeling abundant, you'll get more abundance (because what you focus on grows).

And that's it. Then I'm ready to start my day.

It's important to give yourself the time and space for this morning routine. Even if you need to set your alarm a little earlier so that you're awake before the rest of your household, it's important that you dedicate time to morning routine to set yourself up for a successful day. As you grow your business, you need to value yourself enough to give your mind and body what it needs to promote a successful and healthy life. You're worthy of that!

you're all set!

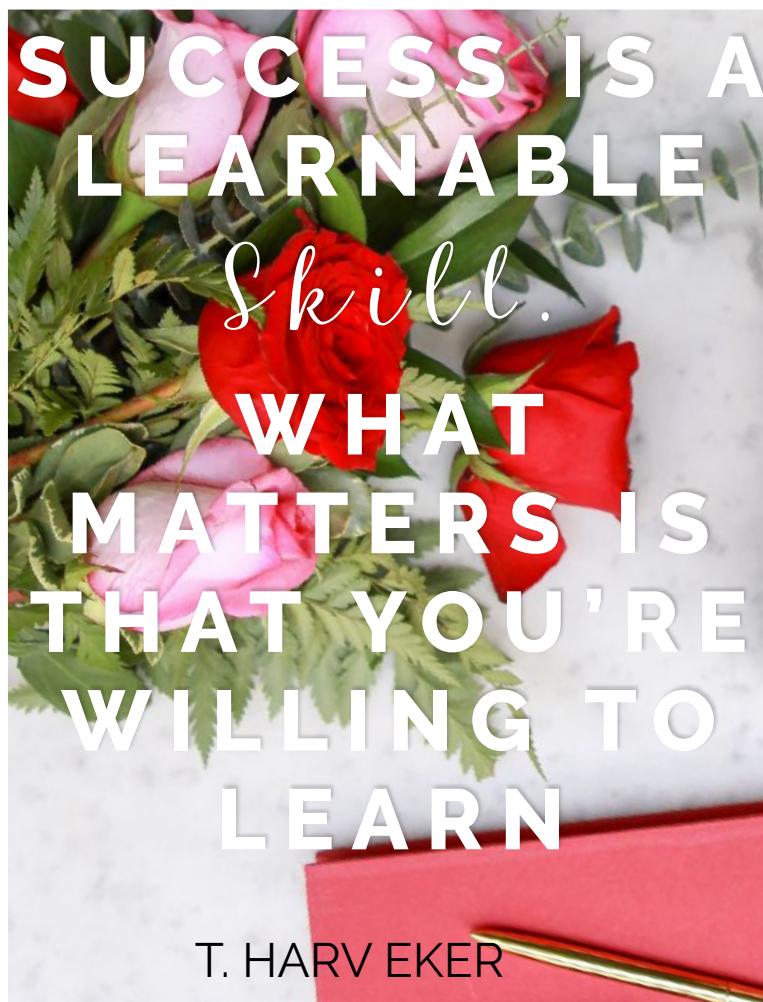
Now you've got my blueprint for creating massive money months you're well on your way to hitting those big income numbers in your business.

The thing is, I'm just a small town farm girl from Queensland Australia and if I can turn my life around from being broke, unemployed and in piles of debt, to creating massive money months and a 6 figure business in less than a year, then it's totally possible for you as well.

Massive Money Months are in your future, gorgeous! The life and business that you've always wanted can totally be yours, you've just got to stop waiting, and start taking action.

Join my [Facebook Group](#) for ambitious business women and share your thoughts, takeaways and ah-ha moments. We'd love to support you in your journey to creating the level of income you desire to support the lifestyle of your wildest dreams.

inspiration



SUCCESS IS A
LEARNABLE
skill.
WHAT
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WILLING TO
LEARN

T. HARV EKER