

There's a whole world out there of people that need you to serve, that you are now investing your time and your energy and you are stepping up to be that person and that woman who makes investments like this, who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make shit happen no matter what. This is focused, fierce and financially free. Here's your host, Jenn Scalia. Hey, hey and welcome to the show. This is your quick byte podcast for online entrepreneurs who want to create wealth and freedom with their business so you're in the right place if you're looking for the mindset and strategy to get seen, known and paid online. I'm your host Jen Scalia, mindset and visibility strategists for coaches who want to make an impact. So I want to first thank you for joining me and also reminds you that each and every Tuesday a new episode is released, you'll get a short 15 to 20 minute audio training on how to build wealth from the inside out.

You get a little bit of strategy, little bit of mindset, and of course some tough love with a hundred percent authentic, raw and real advice on how to navigate this crazy world of entrepreneurship. Today's episode, I'm super excited to bring you to because this is something I just see so many entrepreneurs struggle with and I'm going to be talking about how to start off each month with money in the bank. Whether that's \$5,000 \$10,000 \$50,000 whatever that is. I'm going to share with you how to do that so that you know coming into every month, you know that money's automatically already coming in, so I don't want to waste any more time. I am super excited to dive into this right now because this is the biggest problem that I see with entrepreneurs is that they lack cashflow. I find that people can easily create a short amount of money in a small period of time.

They may even be able to have a launch that has some [inaudible]. Normal numbers are big numbers, but it's hard for them to continue to create consistent income because they're constantly creating new things or they're constantly switching gears, or they're constantly just trying to figure out what to do next to make money. So what I'm going to be sharing with you in today's episode is how you can really implement three core offers and three core types of income into Your Business in a leveraged way so that you can have money coming in every month. You can literally start each month knowing that a specific amount of money is coming in, whether that's \$5,000 coming in, \$10,000 coming in, \$50,000 coming in. So I want you to really imagine that, like what if you started next month and you already knew that 10 grand was coming in, even if you didn't sell a single thing, even if you didn't get any more prospects, even if you decided to go on vacation for a month, or you just wanted to take some time for your business, that you would be okay because you had this income coming in.

So that's what I'll be sharing with you today and then I do have some goodies for you that go along with, so make sure that you listen until the end so that you can go ahead and grab those as well. I'm really just going to talk about the three core offers and let me tell you something. This, it took me a while to get, this took me sometime many, many years to finally figure this out. I mean I was just, you know, creating new ops, launching new things pretty much every month. So I would get that influx of cash, but if I didn't sell anything the next month there would be no cash. What I'm going to be sharing today and implementing these core offers is going to be able to help you create this income consistently, predictably, every single month. The first core offer is a recurring monthly income from long term high ticket sales.

What I mean by this is this is going to be something that is several thousands of dollars, like I would say in the tens of thousands of dollars. So this is going to be something that is like a mastermind. If you are still new and maybe you're wanting to do one on one, this could also include one on one. This could also include done for you programs. Although you know, I really encourage people to look more to the leveraged model than the one on one model, but some people love one-on-one and if that's you, this

could also be a one-on-one offer. The idea here is that you have a multiple five figure offer that someone is going to pay you for over a long period of time. What I mean by long period of time between six and 12 months, so let me give you an example. Let's say you have a \$24,000 mastermind that is a year long.

Basically that is \$2,000 a month for 12 months. Imagine if you were getting that from 10 people. That means that every single month you start with \$20,000 and that's just one of your offers. Now, I know you might be thinking, I'm new. I don't know if I could charge that much. I don't know if I'm ready for that. Who's going to pay me for these pricing? I just really want you guys to kind of take the big picture of this and look a little bit long term. If you're not there yet and then like I said before, maybe you're not ready for a mastermind or charging high ticket for something that big, but this could also be your one on one. As a coach, as someone who is providing transformational change, you should have longterm clients who are paying you at least a couple of thousand dollars a month for your expertise and your guidance.

The second offer is a monthly group coaching program and then the income from those payment plans. I love this because it is leveraged with group coaching. Essentially what I mean is this is something basically what you would do with a one on one client in a group setting, so it's not a course. It's not a program or anything like that where people are getting modules and step-by-step curriculums or or things like that. This is group coaching, intimate, customized, small group setting. This is my favorite. I do this with my 10 K lab. We launched quarterly. My people get results in this program because they're able to be [inaudible] in a where they're getting not only in my, basically one on one support, but they're also getting the support of everyone else around them. You could also look at this as kind of like a mini mastermind.

Now for this, the pricing going to be a little bit lower. Okay, so I'm thinking anywhere between the 3000 to \$5,000 range. And that could be for two months, three months, something along those lines. So let's just say you have a monthly group coaching program. It is a minimum of three months and people are paying you \$1,000 a month for that. Okay? So the total is 3000 but most people are going to take the payment plan. So they're paying you \$1,000 a month. Now what if you had 10 people in that program? So if you had 10 people paying you \$1,000 a month, that's a \$10,000 a month that you know is coming in for at least the next three months. How awesome would that feel? How awesome would that be? And the good thing about this too is you have 10 people that you can now serve at one time versus having to be on the phone with those 10 people individually every single week.

So this also saves you a ton of time and people are willing to pay a larger amount of money for this than they would for a course. Because when people are taking a course or a program or something that's very like specific and modulated, they're often also lost in a crowd of dozens or hundreds of people, sometimes, sometimes even thousands of people, right? So people aren't willing to pay a little bit more money to have an intimate group, a small group where they're getting hands on guidance from you. This is also a really good option if you're one on one coaching, it's a little bit higher in pricing. So if people are saying no to your one on one and they're saying it's too much money or they can't afford it, but you can move them into this monthly group coaching where they're making smaller payments, but they're making those payments over time.

Right now, let's just say you had those, just the first two offers in place. You would have the \$20,000 coming in every month from your mastermind or your high ticket one-on-one or done for you. Then you would have another \$10,000 coming in every month from your group coaching income. And guys, I'm

just giving you examples of numbers, but if you could get 20 people in your group coaching, now that's \$20,000 right? So now we're already up to 30 a thousand dollars a month guaranteed coming in for multiple months at a time. So this means that it doesn't matter what else you sell because you know that this money's coming in. I do want to throw a little caveat out there that there will be times where people don't make their payments, right? And that's going to be very far and few between that is just going to be, you know, maybe a handful of people over the lifetime of your business.

But that is something that you will want to consider. But majority of the people have integrity and once they sign that contract with you, they're committed to you for the specific amount of months that they sign up for. So those are the first two. Now the third one is recurring monthly revenue from a continuity program. This can be one of two things. So basically what this is is it's a small payment every month somebody is paying you month after month after month. So think about something like a membership site. So let's say you have a hundred people that are paying you \$100 a month every single month. That's another \$10,000 and that's recurring. That's going to be every month. As long as you can keep those people in there every single month. So now we're already up to \$40,000 and like I said, you can kind of play around with these numbers to see where that would work for you.

So that's only three offers. It's money coming in. You don't have to continue to sell and sell and sell new things because you have money, you have payments, you have income coming in from these core offers. The other thing I want to say about the membership is maybe it's not our membership. Another way that you could do a continuity, maybe you take the people from your mastermind or you take the people from your monthly group coaching once they're done and put them just into a smaller program where they're continuing to get access to you, continuing to get coaching from you, but they just pay a small fee every month to continue to get that access to you. So that's another way that you can do it. Now, if you're feeling like a hundred people, how am I going to get a hundred people to pay me \$100 a month?

And I'll be the first one to tell you that that's not easy. But it is totally possible if you have the right things in place. And another way to look at that too is having recurring monthly revenue is to have automated income. And this would be through a funnel having something evergreen and mind you, this is something that's going to be low cost. It's going to be a low cost course or a DIY training. This can be something that's anywhere from \$97 a month to let's say \$500 a month, maybe a little bit more. You could push it, but I would say between a hundred and \$500 a month. So if you're not feeling the membership or the continuity offer, then you could also just set up an automated income through a funnel to get that additional income coming in every single month. And the good thing about that is that that is going to be hands off.

So once you're able to create that in your business and implement that in your business, you really don't have to do anything. You really don't have to deliver anything. All you have to do now is serve your clients in your group coaching and in your mastermind or your one-on-one. This is something that I have my students implement in the 10 k labs, so if you're interested in finding out how to put this into place and implement this into your business, feel free to send me a message@supportatjennscalvia.com with the subject line 10 k lab and I will definitely give you some info on that. And that is actually my group coaching that I launched every quarter. So that's it. Those are the three core offers and the three types of monthly income that if you put this in place in your business, you'll be able to create predictable monthly income and start each month with as much money as you want.

You know, I threw some pretty big numbers out there just because I really feel like if you're in this coaching space that you should be able to create that kind of income very easily with the right things in place. However, if you're feeling like I want to start off a little bit smaller, that's totally cool too. Maybe you only have 25 people in your membership paying you 100 bucks. That's \$2,500 a month coming in. Maybe you only have five people in your mastermind. Maybe you only have, you know, a handful of people in your monthly group coaching. So don't get overwhelmed by this, but look at this as an opportunity to where your business can go and how your business can grow. Implementing these things in your business and also having this leveraged model is going to allow you to so much more time to do other things that you love.

I really hope that this has changed your perspective maybe on some other things that you have been doing in your business and really helps you to see how easy it is to create a predictable cash flow into your business. And because I love you so much, I have two gifts for you. If you go to the show notes on my website@jennscalia.com forward slash eat 12 that is the letter e and the number 12 and I have two things for you. Number one is the 50 k cashflow plan where I actually have a short video walkthrough of how you can implement this into your own business to create a consistent \$50,000 month using exactly what I shared with you in today's episode. And then the next thing is the five figure cash matrix. Kind of just another play on this, but this also is a worksheet so that you can dial in on your current offers, your current pricing, how you're structuring your offers and figure this out for yourself. You can actually decide what you want to offer, how you want to price it so that you can have consistent 10 k, 15 k 50 k a hundred k months, whatever it is. The possibilities are really limitless. So go ahead to the website@jenscalia.com forward slash eat 12 and watch the 50 k cashflow plan, and then download the five figure cash matrix so that you can start to apply this in your business today.

Let's keep this conversation going. Join us in the private discussion group, the ambitious bay, but we're ambitious, driven online entrepreneurs. Go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at Jenn scalia.com/tribe.