



presents

ENTREPRENEURS PATH TO CASH



Turn your expertise into money!

Income Generator Exercise!

The single fastest way to generate more cash is to create a synergetic match between what you love, your talents, skills and gifts and match them to the desires of the people you currently serve and you hope to serve in the future. In this worksheet we'll explore your current resources (i.e. equipment, current clientele, education/knowledge etc) and the deliverables your clients have told you their willing to pay for.

What do I have? List your resources, people, equipment, knowledge, connections.

Who am I? What are you accomplishments? What have you accomplished that people would love to learn. What are your top 3 insider secrets or tips?

What does my ideal customer want and how do they want it delivered? Do they want to work with me one-on-one? Do they want classes, workshops or bootcamps, private or group retreats? Do they want items shipped directly to their home? Do they want an online forum? Email access? Home study program?

What can I do to wow my customers and turn them into repeat clients? This is really important so don't skip this. The deeper you can go, the higher you can elevate the level service to meet and exceed their expectations the easier it will be to charge premium prices.
