

MAKE \$100 TODAY

A lot of us get paralyzed when we begin putting our big money goals on paper –whether that’s a five-figure launch, a six-figure salary, or a seven-figure dream. And we love the idea of making the big bucks but we don’t want those big goals to get in the way of taking little action and celebrating the smaller wins. As my grandma always said “Pennies make dollars”. Our goal is for you to make as much money as your heart desires but we believe that if you can focus on just making \$100 you will begin to “untap” the flow of money.

WHAT CAN YOU CURRENTLY SELL?

We find a lot of creatives procrastinate selling what they have until their brand / marketing plan / confidence is 100%. But you can only make \$100 today by selling what you currently have to offer. Below list your skills, products, or offerings:

HOW MUCH DOES IT COST?

How much does it cost to work with you? What would it look like to increase your prices by just \$100? What would you need to do to feel good about doubling your prices?

MAKE A LIST OF DREAM CLIENTS / BUYERS:

One of my favorite tools for generating new business is to make a list of 200 specific people I’d love to work with – from specific creatives in my industry to celebrities like Oprah – the idea is that the list names names. Don’t worry about whether or not they can afford you or work with you. Just get dreamy and make a list of people.

HOMEWORK: Follow these people on social media, subscribe to their newsletters, shoot them an email saying hello. And from now on, any time you create content imagine speaking directly to this list’s desires, objections, or goals that you can help them with.

A CHECKLIST TO MAKE \$100 TODAY:

This is just a checklist of things you can do TODAY to make \$100:

- **Send an email** to your newsletter list letting them know you’re available to do some work or sell some things. Don’t have a newsletter list? That’s okay. Send an email to everyone you know.
- **Post to social media** sharing what you have to offer
- **Do a website audit** –is it clear on your home page what you do for a living? You don’t need an entire re-design to make solid tweaks.
- **Revisit your “how to hire me” page** –are your offerings clear?
- **Follow up with any warm leads** – send an email and set up a kickoff call to anyone who has inquired about working with you.
- **Finalize any projects** and send out invoices.
- **Pay yourself!** We’re shocked at how many creatives pay themselves last from their business bank account. Even if it’s just \$50 a week, pay yourself regularly. We promise that paycheck will increase once you know you can rely on it.
- **Connect and collaborate** with creative colleagues. Ask them if they need any help or know of anyone who needs what you have to offer.
- **Create your chalkboard!** www.beingboss.club/chalkboard for more – it really does work!

Being Boss

A PODCAST FOR CREATIVE ENTREPRENEURS