

“7 Secrets to Creating a Highly Profitable Multiple Income Streams Business”

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Introduction

Thousands of coaches, consultants, authors, speakers, and service professionals are sitting on a goldmine and have no idea! With only a few simple steps, you can turn your knowledge, experience, or expertise into an exciting and profitable business. While the recession sent everyone into a panic, multiple-income-streams entrepreneurs are thriving and enjoying their financial freedom.

Although you are charging for your services, you may be taking your previous life, career, industry, business, and personal experiences for granted. In this guide I'll show you how you can turn your knowledge into a six-to-seven figure business. I will share the most important principles of creating a multiple-income-stream business, first crucial steps for getting started on the right track, top mistakes most people make in packaging their knowledge into products and programs, and how to tie all your products together in a way that they keep generating revenue for you all year long.

If you dream of a business that gives you...

- Predictable cashflow to create a stress-free space and peace of mind
- No more "slow months"
- Opportunity and freedom to build any kind of business
- Not having to work every minute of every day
- Creating stability in any economy
- Accumulating cash and wealth through your coaching business



Then you want to read this guide from cover to cover! Sit back, relax, and enjoy!

Milana Leshinsky

How This Guide Can Change Your Your Life

I am so excited for you!

What I am about to share can change your business and your life – it has done just that for thousands of coaches, consultants, authors, speakers, and other service professionals, myself included!

Don't take this information lightly – find a comfortable place, get your favorite drink, grab a pencil or highlighter, and immerse yourself in reading. Keep an open mind and be ready to take a few small steps to begin your amazing transformation!

This guide is for you if one of these things is true for you:

- You've been trading hours for dollars most of the time
- You love what you do, but are tired of selling and convincing
- You're feeling burnt out from working with clients
- In spite of running your own business, you feel like you've created a job for yourself
- You've been working 60+ hours a week and haven't been spending enough time with your family

If you've been in business long enough, you are probably familiar with hundreds of different marketing strategies and revenue models. It's easy to get lost in all that you can do to grow a profitable business.

I come from a very different perspective, and I think that's what allowed me to build such a successful business. Here's what I mean:

1. **I don't like to travel too much**, so speaking to audiences to attract clients from platform has never been my strategy. When I started my business 9 years ago, I had two small kids to raise, so I didn't have a lot of time for trial-and-error and experimenting in my business. I needed something that would guarantee income.

2. **Things like networking or giving free consultations** were just too time-consuming. It's very discouraging and frustrating to spend time talking to prospects and not end up with a client. Yes, I know, it's the nature of the beast – but I wanted to ONLY put my time into activities that produced income.
3. **At my last job I also found out that I didn't like selling.** I thought I could, but once I started calling people and selling web site packages to prospects, I quickly learned that I'd rather die than sell! Sounds familiar?

So...if you *a) don't want to be on the road, b) don't like to sell, and c) don't want to spend your life “married” to your business and your clients*, you will LOVE what I am about to reveal to you in this document!

First, let me tell you a short story. I came to U.S. from a place where businesses didn't exist and where some of the most brilliant people lived in poverty. I came with a degree in classical music education and had no concept of business ownership. In spite of this, I was able to build a half-a-million dollar business from home, while raising two small children in just a few short years.

There is simply no other business like the business of selling your knowledge – especially at times when everything happens with a push of a button. I bought my first home, my second home, and my first rental property; I put my children through karate school, voice lessons, dance lessons, guitar and piano lessons, youth leadership camps - all because I put a great value on the one thing that most people take for granted – knowledge, which I turned into a multiple-income-streams business.

In this document I reveal how I did it and how YOU can do it, too!

3 Biggest Problems With a Traditional Service Business Model

When I first started my coaching business, I was excited. Getting paid \$100 an hour to talk to people on the phone sounded wonderful – especially coming from a \$15-an-hour job as a web designer. But as I tried to grow my business over the next few years, I discovered three big problems with this model:

1. **Never-ending client pursuit!** You know, that constant nagging worry about finding and keeping clients? I was spending most of my time chasing clients, constantly worrying that I wouldn't bring enough income that month, and overall being stressed out about the viability of my business. “Did I make a mistake quitting my job?” was a question that never left my mind.
2. **Business became a job!** Once I filled my practice with clients, I realized that I created just another job for myself. I was constantly on the phone tied up in client meetings and chained to my desk all week long. Without any free time in my life, I started to hate that phone! You may feel the same way about being on the road all the time, or going from client to client never having any time to pull back, breathe, and actually work on growing your business!
3. **Limited income potential!** Finally, after two years in a client-pursuit and a 60+ hour job I realized that no matter how hard I worked, I ultimately reached a ceiling in my earnings. There were no more hours to work, and there was no more room to grow. Even if you worked with clients 40 hours a week, your income would still be limited. That's when I realized that I was trading time for money and there was just no more room to grow. I felt stuck. And most importantly, I was exhausted.

That's when I thought to myself, “*There's GOT to Be a BETTER Way!*” And so, I set out to find a way to stop desperately relying on client income, and reach a point of not even needing clients. Impossible? It seemed so at first. But after discovering a *new business model*, I quadrupled my income and cut my work hours in half a year later.

A New Business Model That Is Revolutionizing Professional Service Businesses

The new business model I am about to share with you was such a great discovery for me, that I wondered why it's not being taught to service professionals. Why did I have to struggle for the first two years in business, when I could've built it from the very beginning? All highly successful entrepreneurs were already using this exact business model, but it seemed like something you had to discover on your own.

I learned about this model when I began interviewing six and seven-figure entrepreneurs as part of my free monthly teleseminars. I started noticing patterns in how they ran their businesses:

For example, instead of working with individual clients, they focused on delivering their process to a group of many people at the same time. They also all had products and programs that allowed them to leverage their time, energy, and resources by helping more than one client at a time.

When I questioned whether their clients are really benefiting this way – without the focused individual attention – I learned that using this model they're actually able to help a lot more people than they ever could with one-on-one work. They still worked with individual clients, but at a whole different level. And, of course, they were making a lot more money at the same time.

The biggest distinction between the “old” service business model and the one I discovered was *high leverage* – in both, delivering AND marketing their services. With this model you can:

- Get paid even when you're not working with clients
- Get out of the hamster wheel of practice-building
- Stop being chained to your desk
- Enjoy more free time than ever before in your business
- Attract more high paying clients

- Choose how many clients you want to work with
- Create financial security in any economy
- Never struggle for cash or clients again

The most exciting thing I realized as I started to build this very same business model is that you *never have to sell your services again!* Yes, imagine my joy when I no longer had to seek them out and pursue them – clients came to me, ready to pay whatever I charge! They came pre-sold on my value even before I got them on the phone, and even had some people trying to convince me to take them on as a client. Wow, that never happened before!

I won't keep you waiting anymore...

Let's dive into this new business model that any life coach, consultant, author, speaker, trainer, designer, organizer, or any other service provider can create no matter where you're starting from!

Multiple-Income-Streams Business Model

Did you know that your service is just one piece of the pie? There are actually four types of income streams you can have as a service provider, so let's talk about what they are. Notice any sparks that may start flying for you on the next few pages.

#1. Active Income

Any time you deliver your core service – that's your active income. Chances are that you deliver your services working with clients one-on-one (or one project at a time), you max out very quickly, and you're only able to help a limited number of clients at any given time. Your income is also limited by the number of hours you are able to work, and unfortunately most people stop here.

#2. Leveraged Income

If you deliver your service or process in group format, congratulations! You have a leveraged income stream in your business! Even though you still have to put in your personal time in delivering your services, you get to enjoy a huge return on your time investment. If you run group-based coaching or training programs, mastermind groups, client retreats, or live and virtual events, then you're maximizing each hour of your work time. If you're thinking right now that you can't really deliver your process in a group format, keep reading – I'll show you how you can easily productize your service.

#3. Passive Income

When I was a web site designer, I would work really hard to get a client and even go out to celebrate a new sale. But then I would have to spend a month or more creating the web site and delivering my service. So when I discovered passive income, I was ecstatic!

Since passive income is based on packaging and automatically delivering your knowledge, experience, and ideas, there is no work required on delivery. Creating educational e-books, e-courses, CDs, DVDs, books, workbooks, and home-study courses is how you add passive income streams to your business.

It may feel like a lot to create, but actually it's very simple to do.

In my *Passive Income Unleashed* program I show you how you can find new income streams in your business all the time and add 10-12 income streams a year! But here's one that's worked very well for me – survey! I send out about 4-6 surveys a year to my database to find out what challenges my prospects have and how I can help them. The results are eye-opening and help me come up with new product and program ideas all year long.

There are many other benefits to offering information products to your prospects. Your products are your castle - have people go through products before they get to you personally.

#4. Recurring Income

When my two big projects bombed last year, I worried that I was going to struggle for cash. Fortunately, thanks to my recurring income streams I still generated fantastic cash flow each month and was able to “weather the storm” without any significant changes to my lifestyle. Recurring income is also the biggest secret of ALL highly successful entrepreneurs who sell their knowledge for a living.

The reason it's such a great income stream is because it's based on delivering your value automatically and receiving your monthly payments automatically. You create it once and generate income from it for months or years to come, and it grows and accumulates over time like no other income stream you've ever experienced!

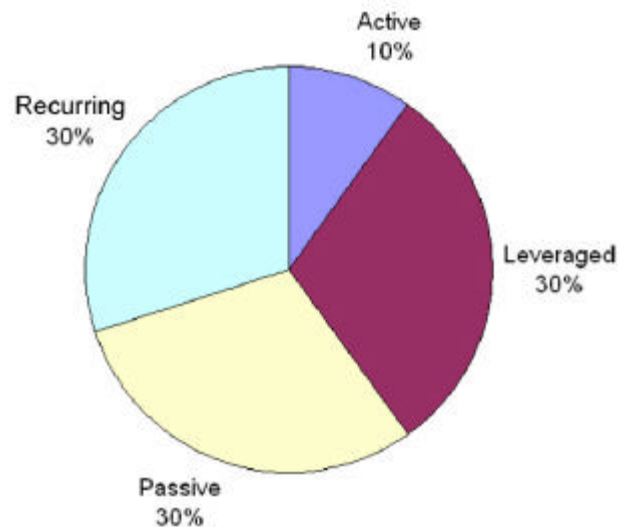
If you have a membership-based program, a web-based subscription tool, or lots of affiliate income, then you’re already enjoying recurring income in your business. And that’s exactly how you reach a “tipping point” and realize that you no longer need to rely on client income!

Now let’s bring all of this together. Most service providers rely on their active income 90%-100% of the time. This means they’re always busy working with clients, and when they don’t work – they don’t make money. The only way to grow their income is to take more clients on or increase their fees, and there’s always a limit. Unless you expand into the other three types of income, your business will always feel like a job that you own.

The new business model for service professionals means that you go beyond active income and create a multiple-income-streams business that looks like this:

Only 10% of your income comes from you personally delivering your services to clients. The rest of your income is created by Leveraged, Passive, and Recurring streams. This means you’ll have more free time, you’ll more money from your knowledge, and you’ll never have to worry about cash flow again!

Are you excited yet?



7 Secret Steps for Making the Transition Into The Multiple-Income-Streams Business Model

I've seen many people try to create a multiple-income-streams business without much success. They may have some information products or even a membership site, but the income just isn't growing. Despite of so many people struggling, creating a high-income business from your knowledge is simple – but only if you follow the formula thousands of successful entrepreneurs followed.

Today is your lucky day, because I am going to reveal EXACTLY what it takes to double or triple your income, reduce your work hours, and build a highly profitable multiple-income-streams business you'll LOVE!

Don't skip any of these steps – only when you have ALL 7 in place will you see the results I described earlier. You probably already have some of these things implemented, but using my formula below will help you truly focus and maximize these results. I've never actually shared these steps before, so you're holding a key to everything you need to succeed on your journey.

Each step may not be a “secret” on its own, but when combined together they create a powerful explosion of multiple income streams in your business!

One final note...

This formula works whether you already have a service-based business or just thinking of starting one. In fact, if you're new to business, this will actually save you a lot of time and frustration. If you're ready, let's begin.

Secret Step #1: Build a Highly Responsive Mailing List

Building a multiple-income-streams business without a database of highly targeted prospects is like trying to teach an elephant to fly. In other words, it's impossible.

Every successful entrepreneur will tell you that their mailing list is their business's lifeline. It's what they use to create income on demand, literally.

If you've been in business for over a year and have a list that's smaller than 1000 people, chances are you're missing one of these *key* factors in your business:

Specific Niche Market

You have to know exactly who you're trying to attract to your business and your mailing list. Your topic might be communication, stress management, productivity, or nutrition, but this is not enough – you need to target your message at a specific group of people who will quickly resonate with it.

I teach the subject of targeting a niche market in all of my programs and events because it's the foundation of building a highly successful business – especially if you're doing so on a limited budget AND want to see profits fast.

A lucrative niche market is a group of people who already decided that they have a problem they want to solve and are willing to invest into the right solution. Marketing to anyone else will simply take more time and effort, and will be a frustrating experience.

The easiest niche markets to target are groups of people who belong to a specific profession or industry: lawyers, doctors, hotel owners, restaurant owners, financial advisors, real estate agents, private school directors, wedding planners, spa managers, and so on.

The second easiest niche markets to target are based on specific goals or problems, such as training for a marathon, enrolling into an ivy league school, getting a job promotion, finding good long-term care for an elderly parent, and so on.

The hardest niches to work with are based on topics, such as communication, stress management, productivity, or nutrition, which I mentioned above already. These are simply areas of expertise and are not enough to draw people to you. So if this where you are operating right now, take your topic and apply it to either a) a specific type of person by profession or industry, or b) to a specific goal or problem.

For example, you could be a nutrition expert and work with people who are training for a marathon. Or, you could be a communication expert and help lawyers become more effective in their negotiations. Marilyn Ellis, one of my former clients, is a professional organizer who specializes in senior move management. Instead of competing with thousands of organizers who fight for business, she decided to focus on helping the elderly move from their home to a senior facility. Today she’s also teaching others how to become a senior move manager – talk about a unique niche! – with her new <http://www.MoveMomAndDad.com> web site.

Does this make sense? I hope so. But I do have to tell you, people resist me on this like crazy. So I just say to them, come back in a year and let me know how you’re doing. The truth is, I’ve seen people with 5-10 years in business still struggling to attract cash and clients – all because they’re not willing to niche deeper. If you need more help in selecting a lucrative niche, my Coaching Niche Finder toolkit (<http://www.CoachingNicheFinder.com>) offers many exercises and ideas to move you in the right direction and solidify your niche.

Once you identify your niche, your goal is to figure out what your target customer’s biggest problem is. Where’s the biggest pain? What are they already looking for solution to? What are they already buying? That’s the sweet spot where you’ll find the biggest need and the biggest profits. I see many people creating general success products. The truth is, unless you’re solving someone’s big problem, they’re not going to pay you money.

Irresistible Giveaway

Once you determine your niche market, now it’s time to create a free giveaway that will attract new prospects to you like bees to honey. Most giveaways I see are a free newsletter, an e-course, or a special report. That’s fine, but what really breaks this formula is how the free giveaway is presented on your web site.

You can’t just say “*Sign Up for Free Special Report*” or “*Sign Up for Free Nutrition Tips*”. It has to be an absolutely irresistible giveaway! And by that I mean, highly valuable, compelling, and relevant. It must focus on your market’s biggest problem or goal, be good enough to sell for at least \$20, and have specific information people will find useful.

Here are just a few examples of my favorite giveaways:

- "9 Mistakes Parents Make When Their Daughter Is Suffering From Hurtful Friendships" (a downloadable audio workshop from female friendship experts at <http://www.AWayThrough.com>)
- Free Copy of “Exhibiting Success Magazine” (a downloadable magazine from a tradeshow coach at <http://TheTradeShowCoach.com>)
- “10 Things This Mama Taught Her Kids About Having Their Own Business” (free e-book by a mom of seven home-schooled kids at <http://www.EducatingForSuccess.com>)

Notice how each giveaway is specific, compelling, and valuable to their niche market! Can you create something like this?

Focus on List Building

Once you have your free giveaway in place ready to collect names and e-mails, it's time to start getting traffic to your web site. And not just “here and there and once in a while” – you must passionately focus on building your database of prospects. This is the **ONLY** way to build a list – trust me, I've seen people with 10-year-old businesses and 500 people on their mailing lists! And that is simply because they never *seriously* focused on it .

While there are hundreds of ways to do this, I found that mastering 2-3 strategies works best. For example, here are my 2 favorites: a) article submission and b) joint ventures with other business owners who are already reaching my niche market. I've seen a lot of success with people who create and distribute short educational videos, press releases, and podcast. I won't get too much into this here, but feel free to “google” these ideas.

All four of the above have **ONE** thing in common – they *inform and educate* people about your topic. And that means you can repurpose a lot of your existing material and resources to attract highly targeted prospects to your web site.

No matter what you decide to create – articles, videos, press releases, or podcast – make sure you lead people to your free giveaway by mentioning it in every piece of content that goes out there.

One final note about list building – I’ve also seen a lot of success with social media: creating fan pages on FaceBook, using Twitter, etc. Do these only if you truly enjoy it (I never got into it beyond some basic social media presence), or you may choose to outsource it. Mari Smith of <http://www.MariSmith.com> is a terrific resource to learn from when it comes to monetizing social media!

Secret Step #2: Productize Your Business

One of the most important steps in your transition to a more “passive-income” business is productizing – turning your expertise, knowledge, and ideas into content. Don’t try to productize your process, however – this will be a daunting experience. Instead, think about all the knowledge you have accumulated on your subject, all the things that most people don’t know about your topic, all the mistakes that people usually make in your area of expertise...and turn *that* into content!

Start by asking yourself these questions:

- What do you keep saying over and over?
- What steps do you keep asking your clients to take?
- What stories or examples do you always share with your clients to help get your point across?
- What principles, concepts, or beliefs do you want your clients to grasp before they can succeed?

For example, I noticed that I always bring my clients back to one question: what’s your niche?

Any problems my clients were experiencing or any time they were getting stuck was due to lack of niche. I then go into different ways of helping them discover a lucrative niche for their business.

To productize this topic, I created a toolkit called Coaching Niche Finder (<http://www.CoachingNicheFinder.com>), where I gathered all the exercises, questions, examples, and templates for helping people identify their “hot niche.” I also included several presentations I taught on this topic to a live audience to add educational value to this product.

Is this the same as coaching someone through the process personally? Of course not, but that’s not the point. You’re giving people a choice – to pay you \$1000 and work with you individually; or to buy your product for \$100 and guide themselves through the same process.

The only thing that’s missing from products is your *feedback and personal guidance* – and that’s something that you should put premium prices on. We’ll talk more about this in a moment.

To begin productizing your business, think about the principles, concepts, or beliefs you want your clients to grasp before they can succeed? This can even be your first product. Don’t try to create many products all at once – 3-4 educational products a year is all you need to enjoy a multiple-income-streams business!

EVERY topic can be productized! Remember that individual client work is about implementation - products are about information! Don’t try to productize your process – productize your knowledge.

Secret Step #3: Diversify Your Product Line

In the next several steps we’ll talk about how to structure your product line. I see so many people create products randomly without any system or thought as to how everything fits together, it’s no wonder they become overwhelmed and confused. Having products is not enough – let’s take a look at how you can maximize your profits from them.

Diversifying your product line simply means offering your material in **different formats**. You can teach the same topic in any of these formats:

- Ebook
- Teleclass
- Live event
- 12-week group program
- Workbook
- Membership Site
- Private retreat, etc.

How do you choose what format to offer? As long as you cover all learning styles people have – auditory, visual, kinesthetic - you'll do great! I rarely buy products that don't have an audio component.

I won't read or watch (in fact, I used to throw away the transcripts that come with audio CDs, although lately I've been saving them to share with a friend of mine) simply because I learn best by listening. It must have something to do with being a classical musician during the first 20 years of my life. I also won't sit down and watch long videos because it doesn't fit my lifestyle. I'd much rather load the audios into my iPod and listen to them on my evening walks.

People are different, they learn different, and if you only offer one format, you may be leaving as much as 10-30% of sales on the table.

You should also be **diversifying your product line by price**. People have different budgets and levels of commitment. For example, someone may just be dipping their toes in the water, and if all you have is a \$500 home-study program, you won't get their sale. Be sure to offer some low-ticket products (\$20-\$100) to attract people who are in the exploration stage.

On the other hand, there will be some people who want to go deeper and invest more money into their passion or goal. I had several occasions when people asked me if they can purchase “everything I had!” and invested \$6000 into all of my educational products. So be sure to have high-ticket products and programs for people, as well.

Another reason to offer expensive products is to increase your perceived value.

I recently saw someone offer a private coaching day with her for \$18,000 at a live event. I don't know if anyone actually purchased it, but it certainly increased the perceived value of her other products and programs!

So always have different formats and pricing levels built into your product line – you'll attract more customers, and many of those low-ticket buyers may become your high-ticket customers.

Secret Step #4: Create a Client Transformation Path

I learned this strategy late in my business. By then I had already created 17 products and was pulling my hair out just thinking about marketing all of them! When I discovered the idea of creating a client path, everything began falling into places and I was able to significantly cut down on my marketing time.

A client transformation path is a series of products, programs, and services designed to help your clients grow from one level to the next, and help you increase your lifetime value per client. Let me give you an example from my own business.

I started noticing that there were 3 types of entrepreneurs came to me:

1. Those who are just starting out and building their business.
2. Those who are growing and looking for more ways to make money.
3. And, those who are already very successful but wanted more leverage.

Today all of my products are designed to help my customers at different stages of growth and form a clear client transformation path. No matter where my prospects are when they first find me, I have a solution for them to get to the next level.

I truly wish I would've known this years ago when I first started creating my products and programs. I used to do it very randomly, just like most people when they start out, but then I ended up with 17 web sites that I had to market. This concept of client transformation path accelerated and completely streamlined my business.

Here’s why it works. When you have your products organized into a client path, you need to market only your first product. That product will market the rest of the products. In my example, my book “Coaching Millions” is marketing my Coaching Millions toolkits. Each toolkit is focused on a specific topic, such as designing a group coaching program, building a virtual team, putting together joint ventures, and so on.

All I need to do is market my book, and the book will market everything else. I still mention individual toolkits in my newsletters, but the whole marketing strategy is designed to sell more books.

Makes sense?

Take a look at how you work with clients:

- Are there phases to your work with them?
- Is there a beginner’s, intermediate, and advanced level you could build products around?
- Can you teach your concept or steps as a sequence of products?

Avoid creating *stand-alone* products. Every product must fit into a system of products, a product line, or a product funnel. It is much easier to market and build a very profitable business. For example, you might have an introductory e-book, then a home-study course with CDs and workbooks, and then a 12-week program where you take a group of people through implementing your material.

Build a client path into your product line, and you’ll save yourself a ton of time and frustration, and generate more sales in less time!

If you’re thinking right now, "What if clients will buy products instead of hiring me?" They’re actually **MORE LIKELY** to hire you!

People buy differently: some people will only buy information products; others will want to work with you personally; some will come to your retreats. Create different ways of helping your clients!

Secret Step #5: Offer Continuous Growth Opportunities

One of the most important things I learned as a multiple-income-streams business owner is to always have the next step. Your product funnel is never finished! When customers love your products and programs, and buy everything you have, is there something else you can offer them? Something to continue your relationship with them, while generating revenue at the same time?

Sure, you can create more products and programs, but that takes time. And frankly, you don't want to end up with a gazillion of products – you need a dozen of high-quality relevant products and programs that focus on your topic and position you as an expert.

What I highly recommend creating is monthly and yearly growth opportunities for your customers. They love you, they want to continue learning from you and being a part of your energy. So create ways for them to continue experiencing you and your value every month and every year. Here are my 3 favorite examples of what it could look like:

Live Event

Create an annual event, where people can network, update their skills, renew their enthusiasm, and learn from you. It may be the same event every year, but with new topics, new speakers, new theme, and new ideas!

Private Retreat

Create an annual private retreat, where clients can get away from their daily routine, plan their year, refresh and renew, and work with you closely to transform their business or life.

Continuity Program

Start a monthly subscription-based program, where you can share tips, ideas, interviews, and strategies to complement your products.

In other words, allow your fans to keep learning and growing with you by offering something on a regular basis. So even if you have just a couple of products, they can continue buying from you and experience your value all year long. Otherwise, they'll go elsewhere to continue their journey in whatever your topic of expertise is.

Secret Step #6: Create Space and Time to Transition

Before you can start your transition into a multiple-income-streams business, you need to create some free space and time to work on your new income streams. I don't mean letting all your clients go, although I am sure for some very-burnt-out people this sounds absolutely wonderful!

You can use that time to work on your products, learn more about your niche market, or use that time to go through my *Passive Income Unleashed* program (www.PassiveIncomeUnleashed.com), where I get into a lot more detail of creating each income stream from your expertise.

Here are the two strategies you can use right now to add 3-5 hours of free time every week:

Raise Your Fees

It may feel like a scary thing to do, but if you want to work less and make more, you need to put a higher value on your personal time. You can still work with clients on an individual basis, but make sure they know how special this time with you is.

Raising your fees by 10%-20% won't make a difference to those clients who have been receiving value from working with you. They will stay. For example, going from \$600 to \$695 a month should not be a deal breaker, especially if you give them a 30-day notice. If it makes you feel better, throw in a bonus, such as a monthly group coaching call or a ticket to your live event. But if clients have been getting value, they won't care too much.

The only clients who will complain or leave are those who were looking for a reason to stop working with you anyway. And chances are, they have not been your favorite clients to work with anyway. So don't be afraid to let them go. I promise you'll create even more income streams in the time you'll free up!

Hire a Virtual Assistant

I once heard that you can tell whether a person is successful or not by the type of questions they ask. If they ask “What should I...” questions, then they’re doing well. If they ask “How do I...” questions, chances are they’re struggling.

The truth is, if you get bogged down with technical, administrative, and task-oriented details, you’ll never get to high-income level.

In other words, working without a VA may be just the thing that’s holding you back. Unless you love web design and can’t get enough Internet technology, it’s time to hire someone else to do all the work for you. Creating and marketing information products require a lot of technical details. And, although they’re easy to learn, I would never advise you to take the time to do it! If your hourly rate is \$100 and the web work can be done at \$5-\$25 an hour, wouldn’t it make sense to outsource? Besides, your projects will move forward a lot faster if someone else is taking care of the details.

Secret Step #7: Get Support and Accountability

I've always been a pretty self-motivated and self-disciplined person. I work about 5 hours a day on my projects, then stop when my kids come home from school. I plan my day the night before and know exactly how I am going to get to my goals each year.

But every once in a while, life gets in the way. Distractions, family, clients, obstacles, and fears can sidetrack even the most motivated entrepreneur. In fact, a few people I am about to introduce to you had all of these challenges when they came into my program. They didn't think they could find the time or energy to do anything else, because they were already so busy. But surrounding themselves by *support* and *accountability* allowed them to stay on track and make the transition to a multiple-income-streams business faster and smoother.

Here are just a few of them:

"SITTING ON A GOLDMINE ALL THESE YEARS!"



“At 80 hours a week, I was maxed out in my business and fell into the trading hours for dollars trap. I was drowning... Milana's program showed me dozens of ways to earn more dollars with less effort, and how to turn my content into cash. I realized that all these years I've been sitting on a virtual gold mine!”

Lou Bortone, MillionDollarOnlineBrand.com
Passive Income Unleashed student

“FROM 1-ON-1 TO AMAZING GROUP PROGRAMS CLIENTS LOVE!”



It's been only 5 weeks in your program, and I just put out there the Motivated to Marry Internet Dating Success Summer Camp Coaching Program. With just 20 people the program will generate \$16,000 I didn't plan on making this summer! I am also adding a coaching group for those who coached one on one with me and are no longer doing so, and those who have gone through my Get Love Right group and are still looking for love.

Amy Schoen, MotivatedToMarry.com
Passive Income Unleashed student

“CREATED INCOME FROM GROUP COACHING & AUDIO WORKSHOPS”



“Since starting the program only 4 weeks ago, I have launched a group coaching program and produced two audio workshops. I have generated revenue in both projects and have 4 additional products in development.”

*Cheryl Leitschuh , Career-Future.com
Passive Income Unleashed student*

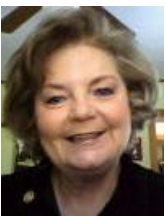
“OPENED PASSIVE INCOME FLOOD GATE!”



“I can't believe I almost missed this because I thought I couldn't do it while buying a new home. I named my product line, outsourced 70 audio calls to be transcribed for content, found THE perfect VA, created my first low-ticket information product, started developing my home-study course from existing materials, decided my income goal \$210,000 by Sept. 2011 with only 20% active... and moved into my new home!”

*Roberta Eastman, TheCustomersCorner.com
Passive Income Unleashed student*

“FINALLY LAUNCHING MEMBERSHIP-BASED WEB SITE THIS WEEK!”



“I had been thinking about a membership site for a year now. I will be finally launching my new membership program this coming Thursday and finally enjoying monthly income!”

*Lindel James, CenterForLeadershipSkills.com
Passive Income Unleashed student*



If you are ready to build a high-leverage business with lots of passive income streams and plenty of free time, then I invite you to join a community of multiple-income-streams entrepreneurs today. To begin now, watch this FREE presentation:

www.PassiveIncomeUnleashed.com

46 Income Streams You Can Create in Your Business This Year!

Just to get your mind brewing with opportunities, here's my list of the different ways you can offer your value to clients and customers:

1. Ebooks
2. E-courses
3. FAQ
4. Self-published books
5. Home-Study Courses
6. Toolkit
7. Seminars
8. Teleseminars
9. Workshops
10. Workbooks
11. Coaching Retreats/Adventures
12. Coaching Programs
13. Mentoring and Apprenticeship Programs
14. Membership Web Sites
15. Paid Monthly Newsletter
16. CD-of-the-month Club
17. Training Bootcamps
18. Public Speaking
19. Group Coaching
20. Mastermind Groups
21. Coaching Cruise
22. Coaching Clubs
23. Freelancing
24. Videos
25. Audios
26. DVDs
27. Role-play in audio or video conversations
28. Audio CDs
29. Multimedia CDs
30. Critiques and Makeovers
31. Reprint and Resale Rights
32. Affiliate Programs
33. Licensing
34. Interviews
35. Virtual University
36. Industry Association
37. Done-For-You Services
38. Coaching "Gym"
39. Membership Forum
40. Telesummits
41. VIP Day With You
42. Tips Booklets
43. Webinars
44. Tutorials
45. Case Studies and experiments
46. Software

As you can see, your service is just a fraction of the income you could be enjoying in your business. There are so many other ways for you to generate revenue from your knowledge and experience! **They're right there in front of you, waiting for you to add to your business.**

My favorite thing about creating a multiple-income-streams business is that it's like building a castle around you. If one rock breaks, the rest of the castle is still standing. In other words, if one income stream dries out – a client leaves or a workshop doesn't fill – you still have all the other income streams coming in – ***B.E.A.U.T.I.F.U.L!***

Ready to begin? Watch this FREE presentation today:

www.PassiveIncomeUnleashed.com