

The background consists of a complex, abstract pattern of overlapping, semi-transparent shapes in various shades of red, orange, and yellow. The shapes are irregular and organic, creating a sense of movement and depth. The overall color palette is warm and vibrant.

# *cash injection*

**CHALLENGE**

hello + welcome!

WE'RE INTENT ON HELPING HEART CENTERED BIZ BOSSES CREATE SUSTAINABLE AND PROFITABLE BUSINESSES. This means businesses that stand the test of time. So many of us are turned off by the "I made \$50K in two days" messaging because it focuses on all the wrong things. Despite that, every business needs cash flow and sometimes, it feels more difficult than it needs to be.

When you're looking at your bank account and the sight isn't a pretty one, you need to find creative ways of injecting cash into your business.

- Cash Injections done the right way can be the thing that keeps you in the game rather than giving up.
- Cash Injections leverage what you have and make it so more people can have access to your knowledge, product or service.

SO LET'S GET READY TO INFUSE OUR BUSINESS WITH THE MONEY THAT WE KNOW OUR BUSINESSES DESERVE TO HAVE!

## cash injection challenge map + guide

	GOAL	ACTION
day 1	Making the Goal Clear	Journaling for 15 minutes
day 2	Starting the Possibility Train	Brainstorm 30 ways to make \$
day 3	Craft One Offer	Write out what you will offer
day 4	Make the Offer	Put it out there and hustle
day 5	Join us for the MASTER CLASS and reflect on what you learned!	Join us for FB live

For the next 5 days, let's go ALL IN. Those who challenge themselves and get IN THE ZONE with the Cash Injection Challenge will see a boost in their revenue, creating more financial breathing room or an opportunity to invest in something you've had your eye on.

What kind of a time commitment will you make to actually work on this challenge rather than it being yet another thing you opted in for?

- YEP, ALL IN! Awesome. I'm so excited to lead you through this challenge.
- I WILL MAKE SOME TIME FOR THIS. Great. But if you're not able to focus on this now, it might be better if you can focus more time on it. Is there a better week to dive into this?
- NOPE, I CAN'T RIGHT NOW BUT SOUNDS LIKE FUN. Put an appointment on your calendar for when you'll actually work on this challenge. If making money is important to you, this should be a priority!

*Mark your calendar*  
**FOR THE MASTER CLASS ON FRIDAY!**

When you know that you want more money but you don't know how much or what it's going toward, you won't make it. If you're heart-centered, it's probably true that you're in it to help. You love serving people well. But maybe you are giving giving giving but you're not getting anything in return. While it makes you happy to help people, it also makes you feel busy all the time and resentful. You might be thinking, "when will I get the big break!?" And as you look around at people who are doing amazing, you get frustrated and sad that that isn't your reality.

Getting paid for your knowledge, skills, product are what make you a business owner. When somebody invests money, it's a different energetic commitment than signing up to get something for free.

If you set your sights on a specific amount for a specific purpose, you'll be able to work toward creating it or telling the Universe you're ready to receive it (if you believe in Universal intelligence, Law of Attraction goodness). No matter what you believe, however, it's vitally important to know what the purpose of the money you want is.

We're not just saying that you need to have the winning lottery ticket. In order to get out of a funky head space, it's good to see the cash rolling into your account. Whether it's \$50, \$100, \$500, or 1,000, you know that if you've earned it, you're feeling pretty good about it.

*take action*: 15 MINUTES OF JOURNALING

How much money would feel great for you to receive right now?

If you hustled your butt off right now and did everything you could, how much could you earn in one week?

Double that number.

If you had that amount, what would you do with that money? Get really specific.

MONEY GOAL	WHAT THE MONEY IS FOR (PURPOSE GOAL)
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How do you feel about that goal number? What comes up for you as you think about it?

Did you notice any of your inner nay-sayers saying you can't do it?

How would it feel to be able to spend the money on what you said you'd do with the money?



*here's a tip:*

Whenever you feel those nay-sayers popping up,  
breathe in deep and say a money mantra.

HERE ARE SOME SUGGESTED MONEY MANTRAS:

- I have abundant love and money in my life.
- Prosperity is drawn to me.
- Money is all around me.
- I love money and money loves me.
- Money comes to me effortlessly.
- I serve, I deserve.
- Money is a renewable resource and there is plenty.

Write that money and purpose goals on a Post it and have them in a few places around your house to remind you of why you're doing this work. **You have to believe that this goal is possible for you if you hustle and work to make progress.**

You already have something right now that people can pay for and need. In order to create cash injections into your business, it's important to leverage what you have rather than creating something from scratch. Brainstorm 30 ways you can create revenue in your business THIS WEEK.

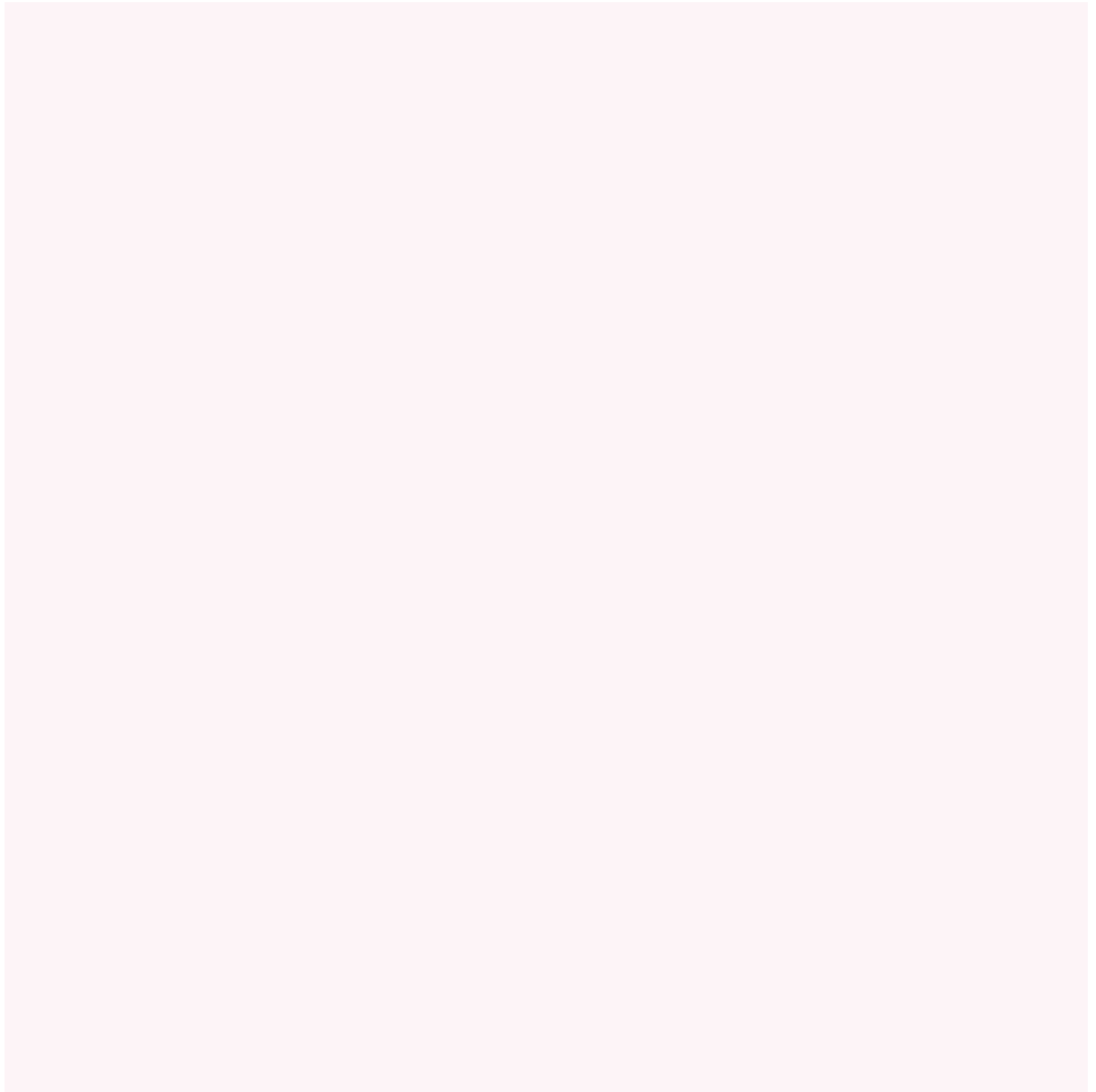
*take action*: LIST 30 WAYS YOU CAN CREATE REVENUE IN YOUR BIZ THIS WEEK WITH WHAT YOU HAVE

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**Don't go for perfect.** If you can only think of 10 to start, that's okay. Ask some friends, brainstorm with your roommate or post it in a facebook group to add more to your list throughout the day.

Before Day 3 begins, narrow your items down to ONE that you can and will take action on this week!



Don't make this so complicated that you'll put it off. Creating the offer can be as simple as deciding to outline in a Google doc what you're going to offer, how you'll offer it. You'll want to get clear on who it's for, what you need in order to offer it to the world.

**EXAMPLE 1:** You're planning on offering a design intensive service where you will be available for somebody between 10am-2pm on one particular day to knock out all their small design projects.

- You'll need an email where you outline what the client can expect, what they'll get from the session.
- You will need to create a form that collects information about any pre-work that needs to be done and where to meet.

**EXAMPLE 2:** You're have a notebook that you have a surplus of that you'd like to create a cash injection around, you can create more of a buzz by creating a visibility campaign for it, focusing more of your attention on that product than any of your others for a week, showing how different people use it or different purposes for the product.

- Identify which item you'll feature focus
- Decide if you need to take new photos for the items
- Create new copy to spotlight the products
- Create a plan to post on social media or to send an email to your list

*Take action:* WHAT'S THE ONE ITEM YOU'RE GOING TO BE CREATING THE CASH INJECTION AROUND?

## I'm creating an offer around

What steps do you need to take (planning, you don't have to do them yet) in order to be prepared to make an offer?

Step 1:

Step 4:

Step 2:

Step 5:

Step 3:

Step 6:

Are you ready to take people's money?

What systems do you need in place if you've never taken payment before? You can use a number of different things. Make sure you're ready to receive!

IF YOU'VE NEVER TAKEN PAYMENTS BEFORE HERE ARE SOME SUGGESTED SYSTEMS:

- **Stripe**
- **Paypal**
- **Acuity Scheduling:** integrates with Stripe
- **Dubsado:** Client Management System that integrates with Stripe
- **Freshbooks**

Get ready. Tomorrow you're going to be taking these steps and putting them into action to MAKE THE OFFER!

Often, what happens with creatives is that we KNOW we have something to sell and something of value to provide but we just don't put it out there. Not today, friend. Today is ALL about making the offer (which is a different take on "asking for the sale" which might feel a little icky to you). We're going to focus on positioning the offer, getting it in front of the right people and actually letting them know what's for sale.

Focus on remembering that the person who is your potential client/customer is going to benefit from having that service/product of yours. Additionally, this person is naturally creative, resourceful and whole and can make empowered decisions on her own.

*take action*: WRITE DOWN WHO YOU'LL BE  
MAKING THE OFFER TO TODAY.

Is it specific people or is it a segmented group of people on your email list? How will you be making the offer in a way that feels great for you?

TIPS FOR MAKING THE OFFER:

- How can you make it a time-bound offer?
- Who have you talked to recently who you know could benefit from this offer?
- Know that this offer is going to help people.

What did you learn about yourself as you made the offers?

REMEMBER THE FINANCIAL GOAL YOU SET ON DAY 1.

As you're making the offers, remember the reason you set the financial goal and what receiving that money will do for your business and your life. Focusing on the outcome from the cash injection will help you to get energetically prepared for the money to come into your business.

By now, we've hammered the fact that you need a specific goal to focus on. You wrote your money goal and your purpose goal and you either worked hard to achieve it or you left the emails unopened and you kind of skidded along this challenge, half-assed. If you were the latter, you're probably disappointed in your results. What we focus our attention on, we'll create more of. So if your focus was on "sort of doing the challenge," then you'll have gotten "sort of" results. If you meant to go all in but life got in the way, make sure to join the master class.

Conversely, if you went ALL IN, congratulations!

- How did it go for you?
- What are you most proud of?
- What did you learn about yourself in the process?
- What went well?
- What didn't go as well?

*take action*: JOIN US FOR THE MASTERCLASS +  
REFLECT ON WHAT YOU LEARNED AND WHAT'S NEXT