



# **The 3 Mistakes that Coaches and Start-Ups Make that Freeze Their Their Cash Flow...**

And What To Do About it Now!

The Coach's Cash Flow Solution

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[www.coachscashflowsolution.com](http://www.coachscashflowsolution.com)

If you want to get out of overwhelm, build and own a profitable business, and fall in love with what you do again, this is for you . . .

Imagine: Running and Owning a Successful, Profitable, Impactful Business, Working with Satisfied Clients You Love . . . While Having Plenty of Time and Money to Do What You Want, When You Want With Your Favorite People.

**You (too) CAN own a profitable successful thriving business -- with just three (yet powerful) keys ... and without overwhelm and frustration. I'll show you how.**

## **Welcome**

If you are here, chances are some (or all) of the following may sound familiar.

You love what you do ... or at least, you need to, before you decided to turn that love into a business.

Now, your business isn't succeeding as you want it to and you're . . .

- Overwhelmed, frustrated, and disorganized -- you feel like you just can't get ahead, no matter how hard you work.
- Struggling to pay the bills ... and stressed out about it.

- Exhausted. Putting in long hours to make it happen. The business is always on your mind, making it hard to be fully present with your loved ones.
- Afraid and concerned about sustainable and consistent money coming in -- and having a steady stream of new and repeat customers.
- Running a business that is becoming more of a burden or a hobby.

If any (or all) of this resonates with you, I'm so glad you're here.

## **You are not alone.**

You started your business because you were passionate about the work you were doing, and how you could help people.

Becoming a business owner seemed like the perfect way to make a difference while enjoying the freedom for which you work so hard.

But ... things aren't working out exactly like you hoped and expected.

**You know that in order for you to live your dream, something has to change, right?**

***But you aren't sure what that is.***

And because you aren't sure how to fix this situation, the questions are set in:

*"Can I run a successful profitable business?"  
"Will I have to get a dreaded J-O-B again?"  
"I've tried so many things already. Should I just give up?"  
"Will I ever make enough money doing this?"  
"Will I ever get to really share my gifts with the world?"*

## **I Want You to Know That It IS Possible to Work Fewer Hours, Earn More Money, AND Make a HUGE Impact on the People You're Passionate About.**

*Sounds great, right?*

[When you do, you feel calm and confident as a business owner, and you have more time and energy to spend with the people you love. You're able to live your purpose and enjoy every day!]

In fact, right now you may be thinking, "Yes! That does sound great, but HOW?"

Great question.

*I understand where you're coming from because I've been in your shoes.*

That's why helping you create a working plan for growing your business with sustainable steady cash flow—and sticking to it, avoiding common

pitfalls/mistakes is so important to me -- and that's why I'm giving you these three keys to help you do so.

**Do you want to have sustainable and consistent money coming in -- and have a steady stream of new and repeat customers?**

Read on to see how you (too) can **escape** the 3 mistakes that could freeze your cash flow and put you out of business.

## **The 3 Mistakes Coaches and Start-Ups Make to Freeze Their Cash Flow and Put Them Out of Business -- And How You Can Escape Them!**

### **Mistake # 1: They Have No “Clear Marketing Message”.**

Let's say you're clear on who you serve and you know where to find them.

Yet you're still struggling with getting consistent money coming in ...

Could it be that your market is not exactly certain what value you provide them?

***Get a clear Marketing Message - and wrap your products and services around such a concept to generate customers and customers who become raving fans of your products and services.***

Why?

Because without your Core Marketing Concept, you're really not in business.

The Marketing Message gives wings to your products and services -- helping you to be present in all the places your clients and potential clients hang out.

It propels your business to get over the **feast and famine cycle** by turning your customers into raving fans and bringing in consistent sustainable cash flow into your business through repeat customers and referrals.

Here's an example ... When launching the iPhone, Steve Jobs created momentum with his Clear Marketing Message captured in these words: ***Think Different.***

Let's imagine for a moment if Job's purpose was just to have a massive sale for a short period of time and then leave the scene for good. The iPhone would not have stayed around for as long as it has. Through a clear Clear Marketing Message, Jobs worked at not only causing hype about the iPhone -- but factored in creating customers who became raving fans of the iPhone and others of their products, thus enabling Apple to grow to the level it has.

If you aren't clear about your **Marketing Message**, how can you effectively reach your prospects and customers?

*(Maybe right now you're thinking, "I already have a clear marketing message!" Hang on -- before you skip this section ... keep reading. So often, when business owners aren't getting the results they want, it's because there's a lack of clarity around their marketing message.*

## So for you -- getting clear on your Marketing Message will help cut through all the noise and clutter you have to compete with.

To help escape this mistake, create your **Clear Marketing Message**...Know that your Marketing Message has three essential parts: The words that make up the message itself, the audience/person receiving the message, and the messenger, (You.)

**The words** you use are critical -- they can create for you a new customer or send such a person to your competitor. So be keen on **aligning** the words you use with the **interest and needs** of your audience with regard to your products and services.

**Who** you send your message to is as important as the sent message itself. The aim of your Marketing Message is to *move your targeted prospects to desire your products/services and become your customers* -- and also become raving fans turned into referral partners and repeat customers. Some questions to answer as per your targeted prospects and customers:

- Is your Marketing Message addressing their pain points?
- Does your Marketing Message create trust with your prospects and customers? How do you know?
- Does your Marketing Message answer clearly what's in it for your target audience?
- Does your Marketing Message take the viewpoint of your target audience?

As you answer these questions in your ongoing journey as a business owner -- Show up. Be human. Your business is about **You** and your customers. As you show up, be human. Tell your ongoing story as you reach your audience. Remember that you serve other humans who are impacting you as you impact them. Your ongoing story and how you show up can be a bridge to help you and your customers connect in the calm or the storm.

## Take Action:

1. What is the Marketing Message for your products /services?
2. How Are you leveraging your Marketing Message or your products/services?
3. Draw up and map your Marketing Message and re-tweak it as your business evolves.

## Mistake # 2: They Have No Offer That's Irresistible.

Your Offer is what makes your business or breaks your business.

### What is an Offer in the first place?

But first what it is not. An Offer is not your unique selling proposition (USP), your website, special offers, or a benefit. It is not even your product/s or brand.

***Your Offer is the core imperative of your business. It is the transformation and outcome that your business/service provides for your customers.***

Your Offer becomes *irresistible* when it meets the deepest longings of clients and potential clients.

### Three top benefits of an **Irresistible Offer**:

1. You can wrap your products/services around it for multiple streams of income.
2. You can offer the outcome your customers are longing for without overwhelm and minimal results or no results at all.
3. It helps you “sell without being salesy” - Lisa Sasevich

### How about you?

- What is your Offer to your prospects and customers?
- Is what you offer clear to them and you?



- How is your Offer meeting the deepest longings of your audience?
- How is your Offer helping you achieve steady cash flow?
- How does your Offer compare and contrast with your competitors?

Once you've carefully considered these questions, either:

- A. Take inventory of the current picture of your cash flow/to assess how the money coming in and going out impacts your bottom line to stay afloat/ evaluate what role your Offer is playing in not only keeping you afloat but thriving with money that sustains your business now and into the future.
- B. Determine and map up a workable plan to achieve sustainable cash flow on a consistent basis.

When you as a business owner have an **Offer** that your market finds **Irresistible**, you are free to focus on the parts of your business that you do love -- the reason you decided to start your own company in the first place.

## **Mistake # 3: They Have No Marketing Plan**

**Marketing: The catch-22 word for coaches, start-ups, home-based business owners, and online entrepreneurs.**

To do or not to do? This is the predicament faced by many small business owners trying to build and grow successful profitable thriving businesses when it comes to marketing.

### **But What is Marketing?**

Marketing is moving your market to desire your products or services.

*According to the American Marketing Association – “Marketing is a set of processes for creating and communicating and delivering value to*

*customers, and managing customers' relationships in a way that benefits the organization as stakeholders."*

And I like how Peter Drucker sums it up – "The aim of marketing is to make selling superfluous."

**I don't know about you -- but I suck at marketing (and therefore I have to rely on marketers to achieve my bottom line.)**

"The belief that *marketing* and *selling* are the same is a common and mistaken view held by many business people." – (Marketing Guru, Philip Kotler)

But Then, What Is Selling?

*Selling, as defined by businessdictionary.com, "is the last step in the chain of commerce where a buyer exchanges cash for a seller's good or service or the activity to bring this about."*

## **It All Starts With A Marketing Plan**

Your Marketing Plan is the document that outlines the marketing strategy for your business and its products.

Now, why is a Marketing Plan critical in helping you overcome marginal results and overwhelm to build a business that generates for you sustainable cash flow?

Because your business will rise or fall with it. And you will end up paying a high price for success that never comes.

When I first started online, I began building and growing my business with no marketing plan, and that was a disaster from the beginning to

the end. I tried everything, video, pay-per-click, Facebook, Twitter, article depots, SEO, networking, etc. *The problem was not with these methods, it was with my not knowing exactly what I was doing -- even if I had great steps to follow.*

**If I had not wasted \$50,000 plus, time, and effort ... I wouldn't be here to tell you to have a marketing plan is critical to alleviating missteps that only lead to frustration, hard work, marginal results, and overwhelm.**

## **So what's the point?**

- Your marketing plan serves as a map or a GPS to give you direction for where you're starting, where you want to go, when you're going to get there, and how you will get there.
- Your marketing plan serves as the roadmap for executing your marketing strategy/s for real results.
- Your marketing plan will evolve as your business evolves, review it regularly to see if it's getting you the results you seek in terms of steady sustainable cash flow in your business.

"Marketing plan is **not** a long-term plan, it's a long-term direction." – (Al Reis and Jack Trout)

Create a Marketing Plan that's Relevant to you and your Target Market – And let it be one that's continually set-in-motion to *drive your marketing* with **specific outcomes** for your clients and **real results** for you.

## **Conclusion**

I hope by reading this report, you've discovered the three **critical keys** that you can utilize to dramatically improve your achieving steady sustainable cash flow in your business -- so you can feel confident that

you (too) can build, grow, and own a successful profitable thriving business.

Once you see how these three keys are essential to your business, you'll have begun to head on the path taken by every successful profitable thriving business -- whether they do business online and/or offline.

Then, you might find yourself wondering, "What Do I Do Next?"

How do you make the leap from where you are now, to where you want to be? What do you do next to start achieving **steady sustainable cash flow** in your business? What do you do if you find yourself "feeling like you just can't get ahead, no matter how hard you work" again because let's face it ... obstacles will continue to pop up as you move out of your comfort zone and toward your goal.

## Discover Your Next Steps.

Are you ready?

I'd be honored to help you define your **next steps** so that you can begin moving from where you are now in your business to where you want to be -- without the overwhelm...especially in growing and owning a successful profitable thriving business with **steady sustainable cash flow**.

You are invited to join me for a complimentary, no-obligation Discovery Session, where together we will:

- **Assess your next steps** with regards to getting consistent money coming into your business.
- **Outline a specific plan** for implementing your next step actions.
- **Make powerful progress**, so you begin to achieve consistent steady sustainable cash flow in your business with confidence while giving value to your customers and impacting your world.

- And you've earned a **FREE 30-Minute “*Offer For Consistent Cash Flow*” Discovery Session** for reading the guide.

**Schedule Your Complimentary Discovery Session [Here](#) (Today)**