

# MASTER YOUR MONEY CODE

## 18 WAYS TO MAKE MONEY IN YOUR BUSINESS

WITHOUT SACRIFICING YOUR VALUE OR  
FEELING SALESY

TOTAL GENIUS® | DISCOVER YOUR GENIUS

# *Show me the money! (honey!)*

Welcome!

You deserve a big pat on your back - for taking the first step and facing your money worries head on.

The truth is, so many entrepreneurs bury their money woes beneath the BUSYWORK of running a business. You know - "doing" your social media, building a list, trying to "get clients"... making money - while it's first in your priorities - sometimes gets pushed to the bottom of your list. (ahem ahem).

But have no fear - that's why you're here! We need to face those fears head on and empower you to make the money you need



and want, attract clients - so you can do your good work in the world!

That's why I have a business - to help change makers like you, who have your years of expertise and talent, to empower you with a brand that enables you to make the money you want AND change the world with your light. So no dabbling - let's jump right in!

# *Let's get to the ROOT...*

When you're not making money, it's so easy to think it's YOU. You with your knowledge, all of your big heart, and doing so much work...but while you have to take responsibility, you have to take some of the responsibility OFF of you.



What I mean is, you are ALREADY pure gold. Yes, you already have the talent and skills - it's possibly in the ACTIONS you are not only doing, but BELIEVE is your answer to making money and getting clients.

√ Have you hired coaches, bought courses, spent MONEY on trying to make money?

√ Are you "building a list" because it's "where the money is at" - even though you may not have any products to sell?

√ Do you spend a lot of time on Facebook and in Facebook groups because you've gotten clients there before and/or people tell you that's where and how you can get clients?

√ Have you "TRIED EVERYTHING" and "DONE IT ALL" to make money?

# *The Hard Truth...*

I have news for you. YOU ARE WASTING YOUR TIME.

I'm sorry - but SOMEONE has to point it out. Yes, can you make money those ways?

Sure! But first you have to:

- √ Know who your target customers are
- √ Have something that is DIFFERENT that they NEED
- √ Have a customized STRATEGY designed to fit YOU

Because doing the same thing you've been doing, over and over again is called INSANITY. I know everyone has told you to do that but...

## *You're not everyone!!!*

I know you're like let's make some money already! But this is where your angels are SINGING!

You aren't like the masses out there and because of it, when you do the things like other people are doing, they DON'T WORK.

You get caught up in the doing, and forget that people NEED YOU.

# It's an Art (& science)

Isn't that exciting?!?!?! You are an expert AND have a heart - and just like a fine cut diamond, you can't put it on a shelf at the drugstore and expect people to want to pay you what you're worth.

These 17 tips to make money are all doable and you may already be "doing" some of them. But remember, just like I said, it's HOW you are doing them and WHAT you are selling.

So, let's start by looking at how you are putting yourself out there and put your own spin on it . . .



Read through all of the tips. At the end, select the tips that you will implement and get to work! This is about your commitment.

It WILL work if you work and CHANGE the way you are looking at things. At the end, answer the questions honestly. Just let your creativity flow!

*Let's do this!*

xo Shana



# Master Your Money Code

18 WAYS TO MAKE MONEY WITHOUT FEELING SALESY

## COACHING/CONSULTING

What do you have expertise in that you could teach someone else?

1. Coaching/consulting 1:1 clients
2. Coaching/consulting small group
3. Consulting small businesses/corporations

## CLASSES/COURSES

What do you have knowledge on that you can teach?

4. Live classes/webinars for low price entry (in person or online)
5. Recorded classes/webinars for evergreen product
6. Package existing recorded classes for bigger impact & transformation - and price! (online)
7. Ecourse product sell individually
8. Ecourse with Facebook private community (added value)
9. Teach a class at a university or trade school (i.e. FIDM, adult school, etc)

# Master Your Money Code

18 WAYS TO MAKE MONEY WITHOUT FEELING SALESY

## PROFESSIONAL WRITING

What topics can you write about?

10. Submit an article for PAY to a magazine

11. Write book - sell it on Amazon, your website, in Facebook ads

## AFFILIATES

Monetize your social media following, mailing list or blog traffic.

12. Become an affiliate - partner with a related business that shares your same audience but sells something different

13. Promote your brand for affiliates - let others sell your product/service and give them a % of sales

14. Sidebar ads

15. Sponsored posts

# Master Your Money Code

18 WAYS TO MAKE MONEY WITHOUT FEELING SALESY

## PRODUCTS

What tangible products can you create to sell?

16. Sell branded merchandise

- ★ T-shirts
- ★ Baseball hats with your logo and tagline
- ★ DIY - Jewelry, recipes, supplements, (one of my clients is selling homemade deodorant - and we worked it so it creatively relates to her brand!)

## EVENTS

Do you like to talk and meet people? Let's "Meet up"!

17. Host a workshops/events at community centers or a local restaurant (for \$ or free - you can sell your product at the end)

18. Partner with a local store and hold an event IN their store (stores will send an invite to their list)



# Master Your Money Code

18 WAYS TO MAKE MONEY WITHOUT FEELING SALESY

## PLAN OF ACTION

There you go! Eighteen ideas to get your money making brain into action.

But wait - you can't do ANYTHING unless you have a plan OF action. Yes - just learning it all does NOT cut it. You have to COMMIT to doing actual activities. And it all starts with ONE.

Why one? Because overwhelm does NOT make money. Overwhelm causes OVERTHINKING and SELF DOUBT. So tame your high achieving self and choose ONE that you aren't doing now that you love. Then break it down into individual actions you need todo to implement it.

i.e. Create local meetup & sell 1:1 sessions

1. Join meetup and create event
  2. Invite friends, post on eventbrite, and on Facebook
  3. Create a FB event and invite friends
- etc.

***What ONE thing are you going to create  
and put into action this week?***







# Master Your Money Code

18 WAYS TO MAKE MONEY WITHOUT FEELING SALESY

*How much do you believe in yourself and commit to creating the success you want?*

*Be honest. This is for your eyes only. Decide today is the day you will commit to you and your success.*

	I completely understand this and feel like I could teach it!
	I understand this but feel like I need more practice with it.
	I'm close to understanding this, but still need some help.
	I don't understand this at all.

# Master Your Money Code

18 WAYS TO MAKE MONEY WITHOUT FEELING SALESY

## Before you go...

Now that you have a money making plan, it's time to really get it out there with the right marketing and sales funnel so you can be sure to capture leads and create a follow up system for people who don't buy now.

And because of that, you're in LUCK! You'll want to stay tuned to my next webinar where I can share a sales funnel (I call it a FEELINGS funnel) that will empower your money making ideas with the push it needs.

You can sign up for it here:

**YES! I'M IN!**