

Welcome to

LEVERAGE MASTERY

**Your Expertise...
Multiple Streams of Income
With Yasmin Vorajee**



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When you have tiny time, you need your time and expertise to work for you. You can't trade time for money as you don't have much of it and there's only so many 1:1 clients you can work with. But you still want to grow your business; reach more people, create a bigger impact and make more money.

Therefore, your business model has to be simple and profitable. One way to do this is to **create one core program** and **turn it into multiple streams of income**.

How do you do this?

Step 1. Identify your core process. (*Hint! If you find yourself repeating yourself to your clients, you have a core process!*)

Step 2. Turn your process into a signature program, results-based and unique to you.

Step 3. Turn your signature program into multiple streams of income (*Top Tip! Do one at a time*)

Here are 7 streams of income you could create in the next 30 days - 12 months, in 20 hours a week.

ONLINE PROGRAM

Reach more people, overcome geographical barriers and leverage your time and income! Deliver your material through training modules and live calls (*either at a specific launch time or make it year round*). This means you can serve a number of clients at one time.

SELF STUDY COURSE

Record your signature program into a series of training modules and release it as a self study home course. No interaction with you, self paced and easy to access. A slightly passive income stream (*nothing is truly passive - it all takes effort!*)

PREMIUM PACKAGE

This is one of my favourite ways to make your tiny time work for you. Package your signature program into a premium (VIP) program that delivers massive value and attracts people who are ready to invest their time and money to get a specific and desired result.

LIVE WORKSHOP

A great way to reach more people is to run live workshops and seminars. This could be a half day session to give them a flavour of what you do or a 3 day intensive. There are plenty of options...you could even do a tour (*regional, national or even international!*)

MASTERMIND

This is when you get a group of individuals together with a common goal and you bring them together in an exclusive mastermind community. This leverages your time and is a solid revenue stream.

This is also a great way to establish your positioning and expertise.

MEMBERSHIP

If you create content easily and you want to create a community around what you teach and how you help people, a membership program is a great way to do this.

This also provides you with recurring monthly income and allows you to build strong relationships with your people.

BOOK

A book is a great way to get your message to a much bigger audience and reach more people who want to work with you. A book distills what you know into a format that's easily consumable and at a good price point. A book is also a great positioning tool and a great calling card!

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*A sample calendar on how to do this effectively in your business.
From 30 days-12 months*

30 DAYS

Create your signature program.

60 DAYS

Sell premium packages based on your signature program. VIP packages allow you to create generous revenues in a short space of time and work beautifully when designed well.

90 DAYS

Turn the content from your online program into an **online program**. You can sell it as a group program or self study

6 MONTHS

Schedule your first **live workshop** - run them perhaps once a month or once a quarter to attract new prospects and clients

9 MONTHS

At this stage, begin designing a **membership site** to create recurring monthly income and potential upsells

12 MONTHS

Once you have established yourself as a leader in your field, create your **mastermind group**.

12 MONTHS+

Now's the time to write that **book**, reach more people and create a bigger impact!



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Sounds good, right?

This approach is simple and profitable and when you have a 20-hour week business, this is so important!

Creating and building leverage is crucial. In my programs, I teach clients how to build leverage through your business model, your offers, your marketing, your team and your message.

As a fellow 'Tiny Timer', I'm always looking at how can I do my business simply so I can do the work I love, create financial independence and spend time with the people I love.

And in this guide, I've given you 7 possible streams of income to create - you don't have to do all 7! You might choose just 2 or 3 (*in fact, that's what I would recommend.*)

Don't make life crazier for yourself!!

Lovely, it's down to you.
Your business, your decision.

This guide is all about how to make your business a powerful money-making machine that does not require a lot of your time!

You're here to do great work and you deserve to be well paid for it!

If this resonates with you and you would like my help to do this, **apply now.**
Click the link below to book your Strategy Session.

www.yasminvorajee.com/strategycall

Yasmin xxx



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