



Your Money Map

The following pages are designed to give you a clear and structured path towards making money as early as this week! Just like using a GPS to get you from point A to point B, this money map will guide you towards how you will deliver money directly into your bank account.

Proper planning and structure is essential to ensure you meet your requirements for income, time, and resources. It is important to restate that your fastest path to making money is by using the skills and experience you already have today. Do not stray from this very simple fact, or try to create a new business, product, or idea based on something you are interested in. If you do, you will be signing up for a much longer road towards your first bank deposit.

What you are focusing on right now is how to make quick money. The type of money that is just as easy for your children to make by creating an impromptu lemonade stand on the sidewalk. So stay focused moms, and I promise, you will soon be earning money from home!

Step #1: Define Your Business

After completing the Skill Set Analysis, you identified your current skills and experience. You then read through the over 500 ways to instantly make money from home list, included at the end of the analysis. So now you have ideas of a direction to start. It is time to commit to one. If you are having trouble selecting, it is time to reach out to friends, family, or better yet, an AtHomeMoms.com coach or mentor to help you select your money making business idea. Need the Skill Set Analysis? [Click Here Now](#)

Let's set a few ground rules for your success:

- You must create a business (or align with an existing business) based around the skills you already have.
- The product or service you will be offering is something you are familiar with. You also have an established target market of customers you could start contacting who are in need of your product or service. Think about the people you know, friends, neighbors, current or previous coworkers, etc.
- Refrain from trying to come up with a new product or service, or align with a business or venture which you have no experience. This will only lead to frustration.
- Keep your idea simple to understand, and easy to explain to other people.
- You will be able to provide the product and/or service immediately with little upfront money invested, and/or little to no resources or materials necessary to begin.
- The idea you select can bring in at least \$500 to \$1,000 each month.
- Select an idea which requires no need to borrow money to get started. Money is necessary for growth and sometimes upfront “getting started” costs, but this is not the time to take out a large business loan. If there are any identified up front costs, these must be manageable for your budget.

Step #1: Define Your Business

In the space below, identify your business, product, or service. Make sure it meets all of the guide lines outlined above.

Step #2: The Market Test

Time to begin researching similar businesses to yours. Before going any further in this process, you must determine there is a way for you to make money. This is done by completing a simple market test. If your business will be completely local, you will want to keep your search local. In contrast, if your business is not 100% local, then you will search the internet to do the following research for your market test.

It is important to note that you must follow other leaders before you can become one yourself! This is not the time to reinvent the wheel. Modifications, and changes can be made as you grow your income. At this present time, stick with what the market has proven to work and what people are buying. Learn to follow and model the success from others.

Step #3: Check Your Resources

Now look back over your list. If you already have everything you listed that you need, go ahead to Step #4. If you have most things already and can complete or get a few of the remaining items made or complete within the next 5 days, map out in your calendar how you will get there, when you will purchase or create the items needed, etc.

Once you have planned how you will have all of the resources listed ready and in your possession or completed within the next 5 days, move on to the next step.

If you have a long list of resources needed which you do not currently have or could check off within the next 5 days, please do not get discouraged. First, look over your list. Possibly you are looking further ahead, and wrote down items you could do without for the first 1-3 months of your business. For now, cross these off and evaluate where you are with what you have or could obtain quickly. If you are able to do this small tweak, and your list looks more realistic, then you are ready to move on to the next step.

If you are left with a list of items which will take longer to get together or complete, reevaluate your list and/or business idea. Are you possibly taking on more than what is necessary? Look over your model companies, and look at what they may be using, and then look back at you list. Should you need help with this step, leave this section to work on with your coach and move forward to the next section.

Step #4: Your Money Maker Formula

It is imperative to understand financially how you will get to the income goal of between \$500 and \$1,000 per month (or more). You are in the driver's seat, so your income goal is in your control!

Use this simple formula to break down how you will reach your goal to determine if it is realistic. This exercise will also assist you in determining the prices you set for your services or products.

1) How much money do you want to make each month this year?

This is your monthly income target total \$_____

2) Divide the number above by 4 (representing the 4 weeks in a month).

This is the amount you need to make each week to reach your monthly target \$_____

3) Now divide the above number by 5 (representing the 5 working days in a week). This is the amount you need to make each day to reach your weekly target \$_____

Now that you have identified your Monthly, Weekly, and Daily money goals, take time to research pricing for similar products and/or services.

This is a good time to revisit the model companies you identified earlier in Step #2.

Example: Let's say you are a former school teacher and wish to offer tutoring services. Your monthly target goal is \$1,000 making your weekly target goal \$250, and daily goal \$50. After researching you find that your local market average price for tutoring services is \$50 per hour.

Research pricing and decide on a price for your primary product or service and write it down here: \$_____

Step #4: Your Money Maker Formula

The final step in Your Money Maker Formula is to determine the value of your time! You are busy and you need to make sure that the amount of time you will be spending to meet the income goals you have set is reasonable and realistic for you.

You can use the following calculation to find total hours worked or amount of product sold for your Monthly, Weekly, and Daily goals. It is many times easiest to focus on the total in a week, so this is what will be used in the example below.

Example: You decide to set your hourly tutoring rate to \$50 per hour. Your Weekly income goal is \$250. You will divide your Weekly income goal by your set price to get the total you need to work/sell to meet this goal. $\$250 / \$50 = 5$ hours per week or 5 tutoring sessions. This is definitely realistic and reasonable!

In contrast, let's examine another example...

You decide to bake cupcakes and through research you find that you can sell them for \$3 per cupcake in your area. Your Monthly income goal is \$1,000 making your weekly goal \$250. Perform the same calculation from above: $\$250 / \$3 =$ just over 83 cupcakes you would need to sell each week to meet your weekly income goal. Now let's pause for a moment...

How many hours will it take you to make 83 cupcakes? Do you think you can consistently sell 83 cupcakes per week? This may not be reasonable nor realistic for you. So if you find you have calculated something similar to this scenario, find ways to either change your pricing or modify your business, product, or service until the amount of time you invest and sales you need to make is in agreement with your schedule.

Continue to work through the following calculation until it equals both a reasonable and realistic path to getting you to your income goals.

Step #4: Your Money Maker Formula

In the space provided, calculate using your service or product price:

Weekly income target total: \$ _____ divided by your product or service price \$ _____ = _____ this is the amount you need to sell each week to reach your goal.

How many hours will it take you to meet this amount sold? _____

Once this checks out and you feel good about what you have calculated, move on to the next step.

Step #5: New Money Marketing Plan

Before you begin marketing and sharing with others about your new home based business, you must be clear about what it is you are offering, and you feel comfortable sharing it with others.

In the space below write at least 5 ways of how your new venture will stand out to others in your target market. What makes you or your product and/or service unique and of value? How will you stand out?

Develop your 30 second or less talk track:

Believe it or not, in the beginning you will most likely get tongue tied, or nervous about sharing with others. And this is normal! This next step is critical to get clear and comfortable about what you offer so that when you share, it sounds natural and unrehearsed.

In the space below describe your new venture, services or product. Be sure to include a title or name to you business (if you have one), what the product or service is that you are providing, and how there is value or the advantage to purchasing your product, or hiring you.

Keep in mind who you will be sharing with (your target customer). You may have slightly different variations of the same talk track depending on whom you are speaking with and what their needs are. It is recommended to write out a few variations below so that you are prepared.

Once you have your talk tracks perfected, make sure you are speaking for 30 seconds or less and that you practice it out load many times so that you get comfortable with a simple talk track.

Ask for the money!

In this final marketing step, design the words you will use to ask for the money. So often, people will share what they do and then never ask for the sale. If you have discomfort around this, then speak with you mentor about it. Remember to build belief in what you are offering.

Remind yourself that you are of value. Your expertise and time is also of value, and you are providing someone with something they want. Confidently ask for the money!

In the space below write down different ways you will be able to ask for money and/or the sale, and then practice it many times. It will then become very natural and flow right in with the conversation talk track you designed above.

Step #6: Get Prepared and Start Making Money

Important questions to answer: Who are your ideal customers? How will you contact them? and Where will you find them?...

In the space below, write answers to these questions to identify your ideal customer. The more clear and detailed you can be in defining your ideal customer, the easier it will be for you to market and make money.

Step #6: Be Prepared and Start Making Money

Now visualize yourself connecting with your idea customer. Are you speaking with them face to face? Sending an email? Texting? Making a phone call or possibly speaking at a group presentation? Write down a few ways you will be sharing your new business venture with others.

Next, visualize yourself in the moment when you are sharing with others. What items will you need? You may have identified some of these needs in the resources section, and other ideas may come to mind now.

Will you need an order form? How will you accept payment? Will you need a flyer, price list, or other piece of promotional material? You may need the ability to create a receipt, referral form, or even a service contract depending on what you are providing or selling...

Step #6: Be Prepared and Start Making Money

In the space below, write what you will need to have ready, carry with you, or have set up online for you to receive money, process transactions, and any promotional materials you may need to create. When you are first starting out, you want to keep your resources needed to a minimum, and keep it simple. For now, write down only what is necessary for you to begin.

You have just completed Your Money Map, BRAVO! The next step for you is to take action. The beauty of a home based business is that you are the boss. You set your hours - when, where, and how you will work is by your own design. You must take action, get excited, and take the first step towards implementing what you have outlined in Your Money Map today.