



# The Magic Money Making Kit!

GODDESS LEONIE ALLAN  
[WWW.GODDESSGUIDEBOOK.COM](http://WWW.GODDESSGUIDEBOOK.COM)



# Hola darling money making goddess!

A couple of years ago, I came up with a kit to use every single month to plan out how much money I wanted to make & how I was going to make it happen.

We business goddesses can totally forget to do this, and yet it is ESSENTIAL.


The kit worked crazily brilliantly for me, and it's what grew my business so quickly on.

I started sharing it with my business clients & friends. And I started getting amaaaazing feedback & results from it. Within a month, goddesses were earning more than they'd EVER earned from their business – and for the first time, hitting (& surpassing) their income goals.

## Results from using the Magic Money Making Kit

“Despite no effort on my part, as if by magic,  
I've already earned more than I have before,  
and I'm utterly confident that once I start actually taking action,  
I'll hit my target easily.”  
- Goddess Beth

“THIS thing is totally brilliant. I'm floored.  
Thank you so much, Leonie. Writing it down is so powerful!  
I've exceeded my goal by \$1068.75!!  
And, I've made 10x the amount I'd previously made in any given month in my business.  
I thought I'd come up short. Really.  
It's worth putting the goal that seems pie in the sky out there.  
Isn't it amazing what just  
setting out a goal and *how* you're working toward it actually makes things happen.  
Crazy things that you didn't expect. I'm blown away by this.”  
- Goddess Rebecca



I want you to take this kit. It's got examples & explanations of the six questions you need to answer. Then it's got the worksheet for you to fill out. I want you to print it out.

And for the love of unicorns, DO IT.


The Magic Money Making Kit really, really works.

All you need to do is add YOU + YOUR ENERGY.

## How to super charge using this money making kit

- Do it EVERY MONTH. Hot date for the Business Goddess in you on the first of every month, my love.
- Do it WITH a group ([Goddess Circlers](#), use the Business Goddess group!)
- Brainstorm ALL the possibilities for your business. Go wild, dearest.
- Make sure you help other goddesses do their brainstorming!!! I attribute this a LOT to my success – I used to hang out in business forums & try to help with three business questions or brainstorming sessions a day. Your brainstorm & marketing muscle gets stronger and stronger every single time you use it!!!
- Commit to doing this kit & all your actions & see where it takes you.
- Try & try again. This thing is super powerful!!!!





# 7 Questions that will Grow your Business every month!

## 1. How much money do you want to make this month?

So my darling, I'm always surprised at how stuck goddesses can get when it comes to coming up with a number. Here's what I want to remind you:

*The number is just a number.*

*It is not your value.*

*It is not a symbol of success or goodness.*

*It does not indicate who you are.*

*It is not a price on your life or worth.*

*When I see a number goal, I'm not making a value judgment.*

*I'm seeing it as a challenge, a game, a possibility.*

*I like thinking about how we can make other numbers (number of people, number of price, number of income streams) add up to that number.*

*like monopoly, or sudoku, or connect four.*

*lining up the pieces, dots, paper, numbers.*

*it's just a number, whether it is \$200 or \$20000.*


*and it is a fun game to play in.*

There is no wrong answer when it comes to this question.

You can play for \$100. Or you can play for \$10 000. I've had goddesses write down (& meet) \$70 for this goal. I've had goddesses write down (& meet) \$17 000 for this goal.

It's whatever number feels **right to you** – the one that resonates for you of what you need right now.

*For this game, I'm going to say \$7 000 as an example.*





## 2. How could you get to that number?

So you know how much you want to make this month.

Now let's work out how we can reach that amount.

It's a numbers game – and trust me, it can be FUN!


Let's different ways of getting there, playing with the prices and numbers of items sold until you find something that is fun and achievable.

**You can:**

- Use products you already have
- Use services you offer
- Come up with new projects, joint ventures, kits, courses or events!!!
- Keep playing with the numbers to find numbers that suit you!

Product/Service	Price	# Sold	Total
Meditation kits	\$24.95	40	\$998
2011 Workbook	\$9.95	100	\$995
Coaching session	\$250	2	\$500
1 Turquoise Goddess package	\$999	1	\$999
Affiliate payouts	\$20	30	\$600
Goddess Circle memberships	\$99	30	\$3000
TOTAL			\$7092





### 3. What actions do you need to take to make those numbers?

Once you feel happy & comfortable with the amounts, come up with action items that you will need to do to help you reach those mini goals.

For example:


To reach this goal:


Product/Service	Price	# Sold	Total
Meditation kits	\$24.95	40	\$998

My action items for reaching that target:

- A: Give to other bloggers to review
- A: Create an affiliate program
- A: Do giveaways on other blogs to draw attention to it
- A: Feature it on my blog and newsletter
- ?: Think about raising price for it?
- ?: Think about any fears goddesses may have about buying it – is there a way I can help them overcome those fears?
- ?: Can I make my sacred sales page more clear?

Important things to do:

- Go through each of your products/services & write a list of what you need to do to make it happen!!!
  - Go to the Marketing Class & brainstorm ideas of how to sell your product!!!
  - If you are a Goddess Circle member, use the Business Goddess Circle to brainstorm this together!!!
- 



## 4. What other goals would you like to reach in your business this month?

This is the stuff that's not directly tied to income today, but is important nonetheless.

Here's some examples.

- Write 2 guest blog posts
- Get to 100 RSS subscribers
- Work on portion of project
- Increase Twitter followers to 2000
- Grow mailing list subscribers by 300


## 5. HOW do you want to work & live this month?

Because it's important to actually have a life that is nourishing and inspiring for you.

Answer these:

- How many working hours?
- Time out?
- Connection?
- What do you want to FEEL this month while you work?

Some examples from other goddesses:

- I want to continue my new practice of a daily walk
  - Draw/Paint more!!!!
  - Lots of Rest and Time-to-Myself built in.
  - Body care: yoga, lots of walking, exercise, mindful eating
  - I would like to work on not-burning-out
- 



## 6. What do you need help with? Where can you get it?

Do you need:

- Brainstorming help
- Accountability
- Technical help
- Accounting or bookkeeping support
- To outsource
- A friend to celebrate your successes with you?

Get quiet and listen to what the voice inside you is asking for help with.

Then, work out where you can get it.

And if you don't know where you can find it right now, just assign it to "Universe." Keep your eyes peeled & your ears to the ground... you'll hear the beat of your support tribe soon.

## 7. How will you reward yourself when you get there?

I love rewards!!! They are SUCH a wonderful way of actually CELEBRATING your successes!!!

Some examples of rewards I've had or other goddesses have used:

- An artist's date
- A new hat
- An e-course
- Read a cheesy mystery or romance novel & devour it all in one hit.
- Total Bragging Rights for reaching your income goal!



# Are you ready to play?



She is brave,  
a superhero  
a woman

who trusts in her own  
truth. She is finding  
her own wings  
because she knows

She was born to fly.  
The world smiles as she  
steps into the air, her  
heart becoming a  
soaring eagle.



# The Magic Money Making Kit

(use monthly!)

1. How much money do you want to make this month?

2. How could you get to that number?

Product/Service	Price	Units Sold	Total
		Goal	







4. What other goals would you like to reach in your business this month?


5. HOW do you want to work & live this month?





6. What do you need help with? Where will you get it?

Help	Where to get it

7. How will you reward yourself when you get there?

Touch here whenever  
you need a boost of  
YOU CAN DO IT!



# Goddess of abundance

All good things are now coming into my life ♥ I receive abundance in a rainbow of ways: magnificent opportunities, deep love, dreams: awakening, wondrous adventures, a divine promise ★ I am so blessed to be here on this gorgeous Earth at this time. My whole life is a sweet dance of prosperity, peace and possibility.





You are a  
Goddess!

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