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# *your simple checklist*

to break the feast to famine cycle  
for small business owners and  
increase your cashflow

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# 4 top reasons for staying in feast to famine cycle

These are the top 4 reasons why most small business owners go from feast to famine.

- no 1* You feel like you have to do everything yourself - in order to grow you have to stop doing everything yourself.
  - no 2* You get overwhelmed - When you get to maximum capacity you stop engaging or booking in clients and you have no waiting list.
  - no 3* You love a 'to do' list but find the 'to dos' are not generating you profit, you feel burnt out and overwhelmed.
  - no 4* There is no consistency to your strategy. You don't have a plan and you end up juggling lots of balls.
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# plug your money leaks and focus on profit

Increasing cashflow means focusing on reducing your expenses **and** increasing sales.

This checklist is going to start you on the less scary one, increasing sales! In order to make money, you need to focus on the areas of your business that generate you a **return on investment** (ROI) or profit.

I totally understand that one of your biggest challenges is lack of time, right?!

So follow these steps to make your time focused and making you money.

In order to do that, the first step is to track where you are currently making money. Once you have identified the service or product that makes you the most money, write down the next steps you need to do to sell more of this. Whether that is an online course, a group programme or a product.

You should be focusing on profit generating activities. Outsource or delegate the rest out to a Virtual Assistant (VA). Or create a waiting list to create scarcity for your services or product.

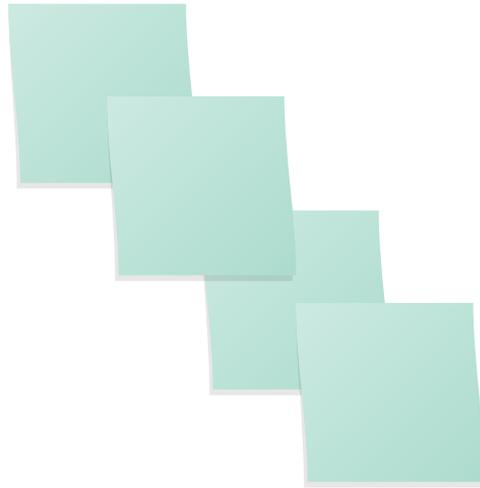
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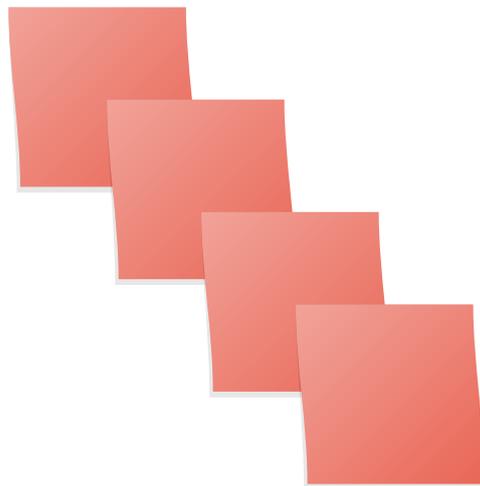
# questions to ask yourself

I know how much you love sticky notes, so grab some sticky notes and a pen and complete this exercise.

What tasks do I do in my business myself that **do not make** me a return on investment?



What key activities do I do that **do** make me profit?



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# next steps

## step 1

Take the activities from the green sticky notes and think about who you could delegate or outsource this job too. Could you outsource to a VA at £30 per hour and use that hour to sell and bring in another sale? Could you skill swap with someone?

## step 2

Take the activities from the orange sticky notes and work out a plan for the next 30 days to focus on just this one area of profit. Focus on what steps do you need to take next?

## step 3

Email me and let me know what you need help with next. Keep an eye out on your inbox as I will be sending you something else shortly that I think you will love.

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## *my mission*

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To counsel, equip, and prepare 1 million women to be financially resilient at every stage of their life to stand on their own two feet.

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