



Cashflow Creator

SPRING, 2021

Welcome!

I am BEYOND thrilled that you've decided to join me for this adventure in elevating your business! This book will be your guide through our workshop (and beyond!). Inside you'll find everything you need to get the most out of our time together.

My intention is for you to walk away with a clear picture of where the REAL money is in your business - and a roadmap to help you get there from wherever you are today.

The journey, as they say, begins with a single step.

Let's Begin!



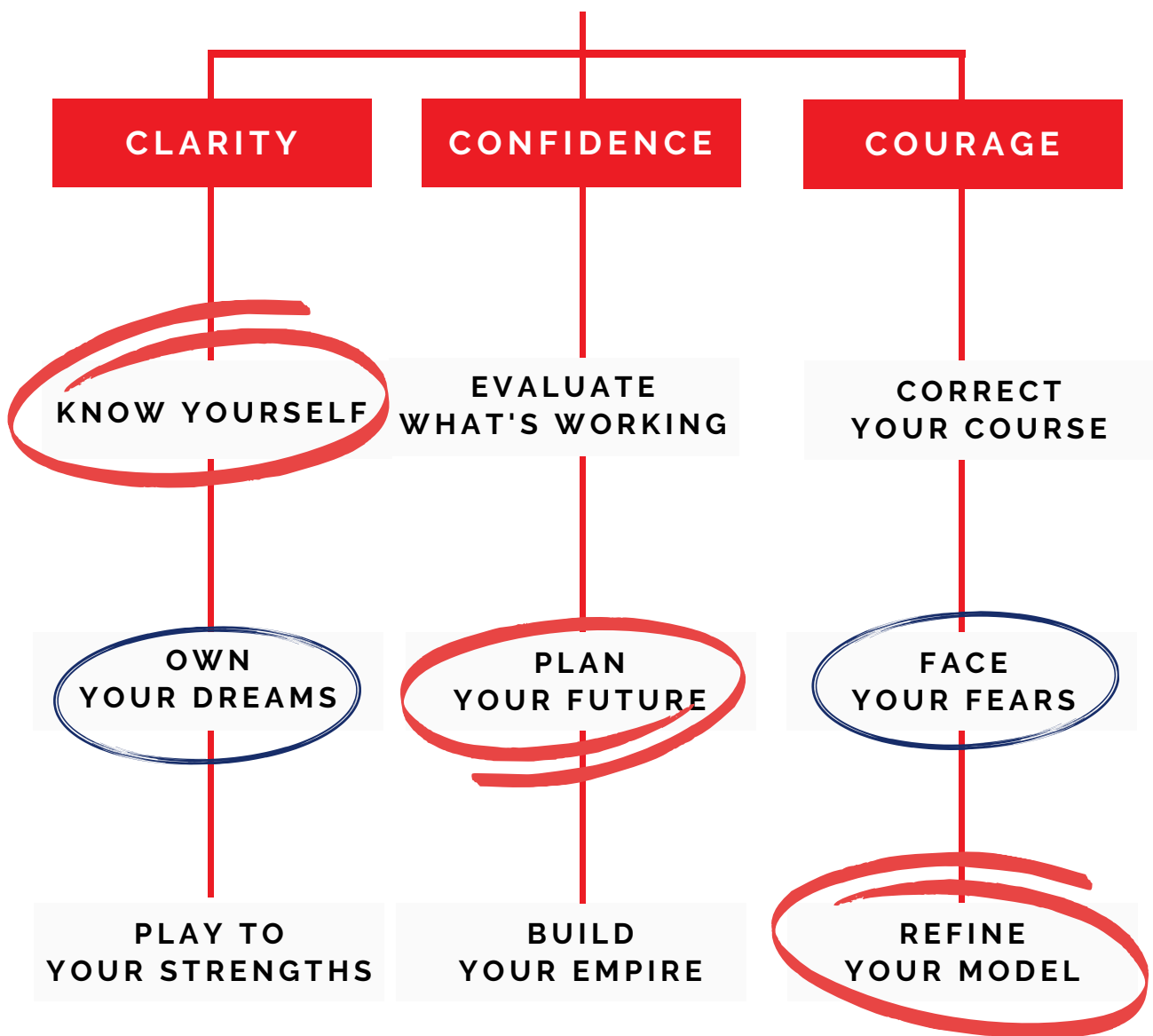
- Lisa

LISA ROBBIN YOUNG

[LISAROBBINYOUNG.COM/CASHFLOW](https://lisarobbinyoung.com/cashflow)

The Path To *Creative Freedom*TM

CLARITY, CONFIDENCE, COURAGE
& CASH FLOW



Dynamics of Change

Based on the work of Ken Blanchard

1

You will feel awkward, ill-at-ease, and/or self-conscious. This first step takes you out of your comfort zone

2

You will initially focus on what you have to give up. It's okay to give yourself time to grieve the loss that this change may bring. Just remember there's life after grief!

3

You may feel alone ("WHY ME!?!") even if everyone else is going through the same thing.

4

You can only handle so much change. Know your limits.

5

You have your own readiness level for change. Don't push what you're not ready for. It comes in time as you keep stretching.

6

It's normal to be concerned that you won't have enough resources to make this change stick. Focus on what you need/have for today.

7

If you take the pressure/accountability off, you'll revert to old patterns and behaviors.

I-MATTER PARADIGM

I MATTER.
YOU MATTER.
WE MATTER.

FAITH
FAMILY
FITNESS
FORTUNE
FREEDOM

**5 KEY AREAS
OF SUCCESS**

*Creative Freedom*TM

BUSINESS MODEL EQUATION



(YOU + WHY + WHO)



+ WHAT + HOW

KNOW WHAT MATTERS TO YOU,
WHY YOU DO WHAT YOU DO,
WHO YOU ARE HERE TO SERVE,
WHAT YOU OFFER THEM, AND
HOW YOU DELIVER IT

The decision to act
always comes before
the action - even if
it's only a split
second before
the action.

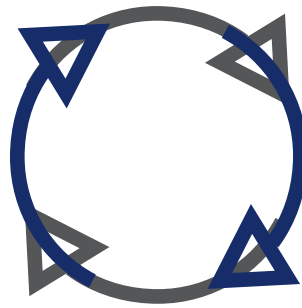
Confidence
to make
the decision
comes from
the clarity.

360° Business Design

CREATIVE TYPE

BUSINESS LIFECYCLE

INTERNALS



EXTERNALS

PERSONAL CONTEXT

BUSINESS MODEL

Your internals feed your externals. Problems in your life impact your business. Likewise, problems in your business can impact your life. This approach to designing your business takes it all into account.

Creative Entrepreneur Types

You are someone the world typically sees as creative. You're highly intuitive, go with the flow, and fixate on creating an exceptional experience for your audience.

Perfectionism and/or Impostor Syndrome often keep you from completing all the ideas in your head.



You're likely a credential collector with lots of knowledge and a Jack-of-all-trades background. You're probably good at a lot of things, which makes it hard to pick one. You might even call yourself a Multipassionate creative.

It's hard for you to ask for (and receive) help.

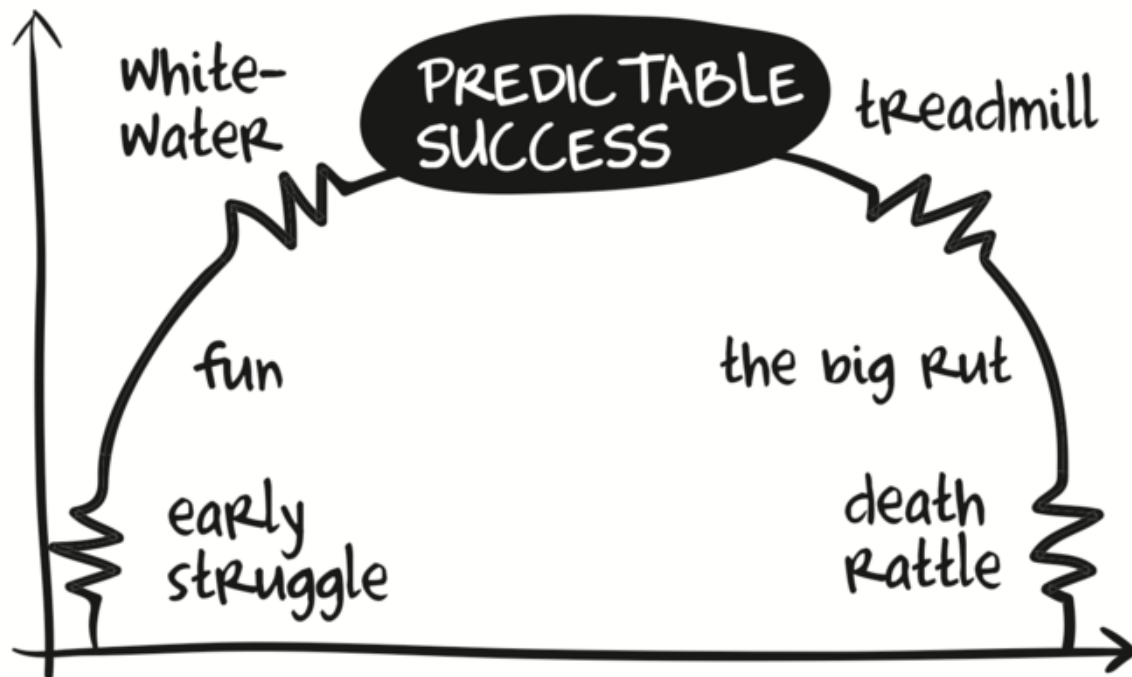
You probably don't consider yourself a creative (but you are!). You're great with schedules, rules, systems, numbers, routines, processes, and creating order from chaos.

Your results-oriented focus sometimes leaves you drained from over-working.



Business lifecycle

From "Predictable Success" by Les McKeown



EARLY STRUGGLE

The singular goal is to find a profitable, sustainable market before you run out of resources (**Sales & Profit**)

FUN

Many solo/micro businesses can stay in FUN indefinitely. The money's good, the clients are just right, and you've got the freedom to enjoy life (**Order & Impact**)

WHITEWATER

Business is complex, balls are getting dropped. Do you shift BACK to FUN, or scale up to PREDICTABLE SUCCESS? (**Turning Point**)

PREDICTABLE SUCCESS

A scalable, profitable business with a balance of systems, processes, and agility, capable of outliving you (**Legacy**)

Who am I, really?



The first part of designing your business model is about getting clarity on who you are and what matters to you. Take a few minutes to discover yourself here.

MY VALUES & BELIEFS

Blank area for writing values and beliefs.

WHO I'VE ALWAYS BEEN

Blank area for writing about who you've always been.

MY WORLDVIEW

Blank area for writing about your worldview.

I'M A PERSON WHO...

Blank area for writing about who you are as a person.

...*And also...*



Sometimes others can see things in us that we don't see or aren't yet ready to accept. Celebrate those words here.

FANS AND FOLLOWERS SAY

Empty space for writing feedback from fans and followers.

MY LOVED ONES SAY

Empty space for writing feedback from loved ones.

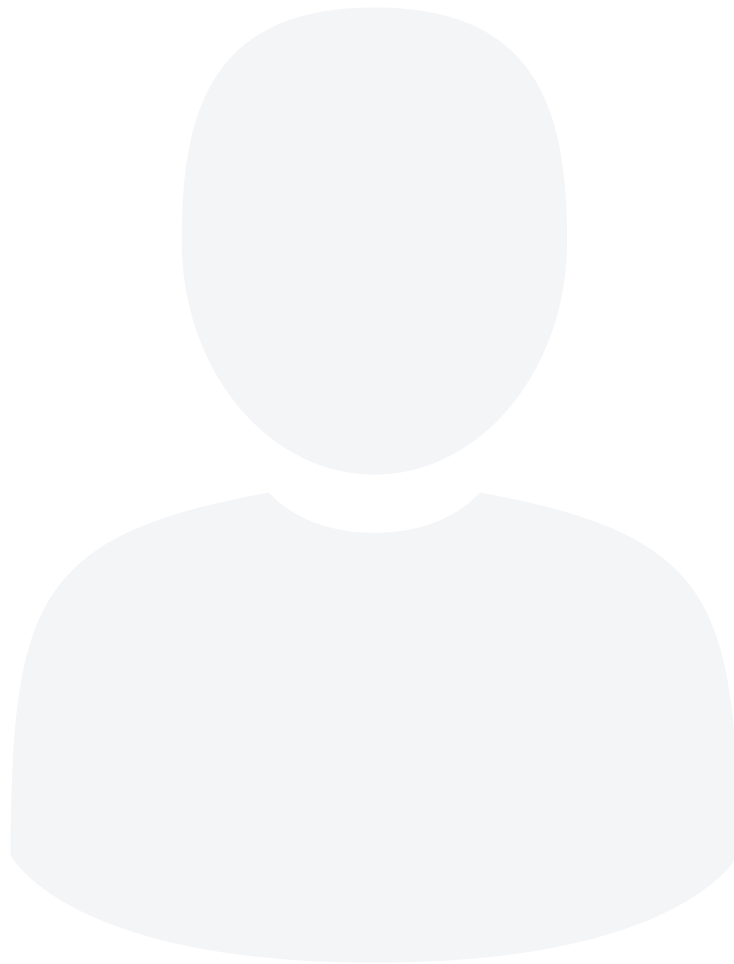
MY CLIENTS SAY

Empty space for writing feedback from clients.

PEOPLE I TRUST SAY

Empty space for writing feedback from people you trust.

I AM...



Tell Me Why...



Why do you do it? Why does it really matter?

Give us the back story that led you to doing this work at this time. Why is this work important to the world right now? What is the change you wish to see in the world because of your Great Work?

Why You?

Why are you the one to bring this work to the world?

Why This?

Why do this instead of anything else?

Why Now?

Why does your world need this now?

Why else?

Any other reasons we should know?

Why does it matter to you?

What's your "Essential Why"?



And Also...

Why do you do it? Why does it really matter?

Give us the back story that led you to doing this work at this time. Why is this work important to the world right now? What is the change you wish to see in the world because of your Great Work?

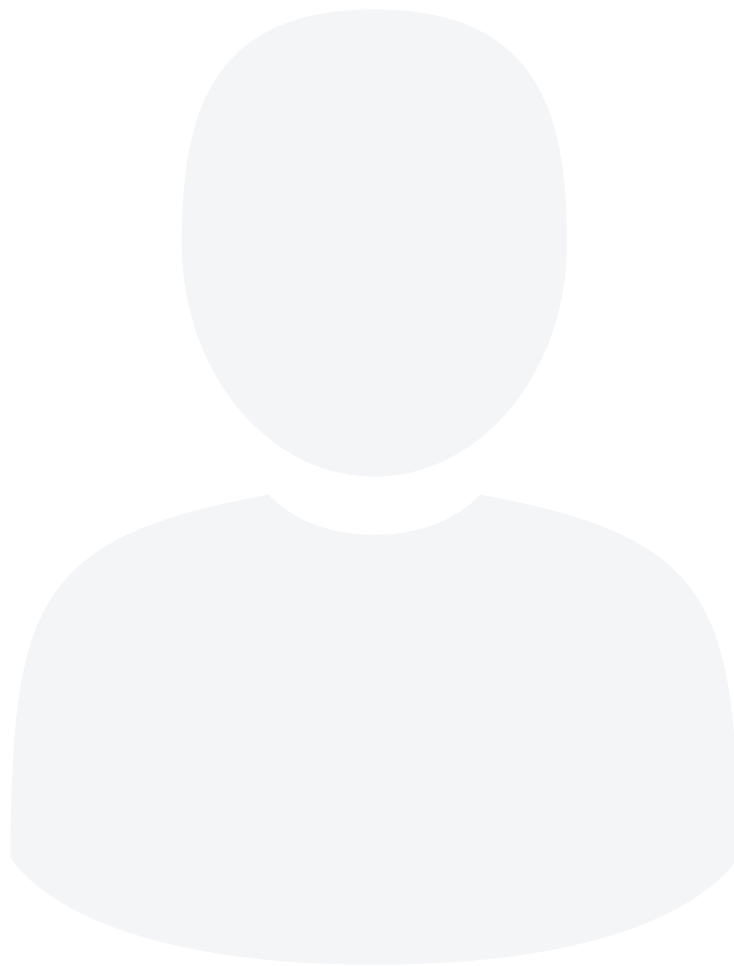


Success is a science;
if you have the conditions,
you get the result.

Oscar Wilde

OSCAR WILDE

MY CONDITIONS FOR SUCCESS



Resonant Audience



Who most resonates with who you are
and why you do what you do?

Taking into account who you are, why you do what you do, how you most want to show up in the world, and your conditions for success, who are the people that most resonate with those ideas? Who will be the best audience for the work you most want to do? Having multiple audiences is normal, and it's important to understand how they are alike and how they are different.

01

What I know
about them

02

What I know
about them

03

What I know
about them

"Just because
the type of business
you want to run or the
way you want to work
hasn't been invented yet,
doesn't mean you can't
be the one to do things
differently."

Elaine Pofeldt

ELAINE POFELDT,
THE MILLION-DOLLAR, ONE-PERSON BUSINESS

Your Offers



What could you offer this audience?

Use your magic paintbrush! What would you be thrilled to create for this audience? Remember that it needs to fit with all your conditions for success and align with who you are and what matters most to you. Use this space to brainstorm possibilities, staying open to whatever inspiration comes to you - even if it seems wild or impossible. LET 'ER RIP!

Deliver Your Offer



How will they consume your Great Work?



How will you "package" it?



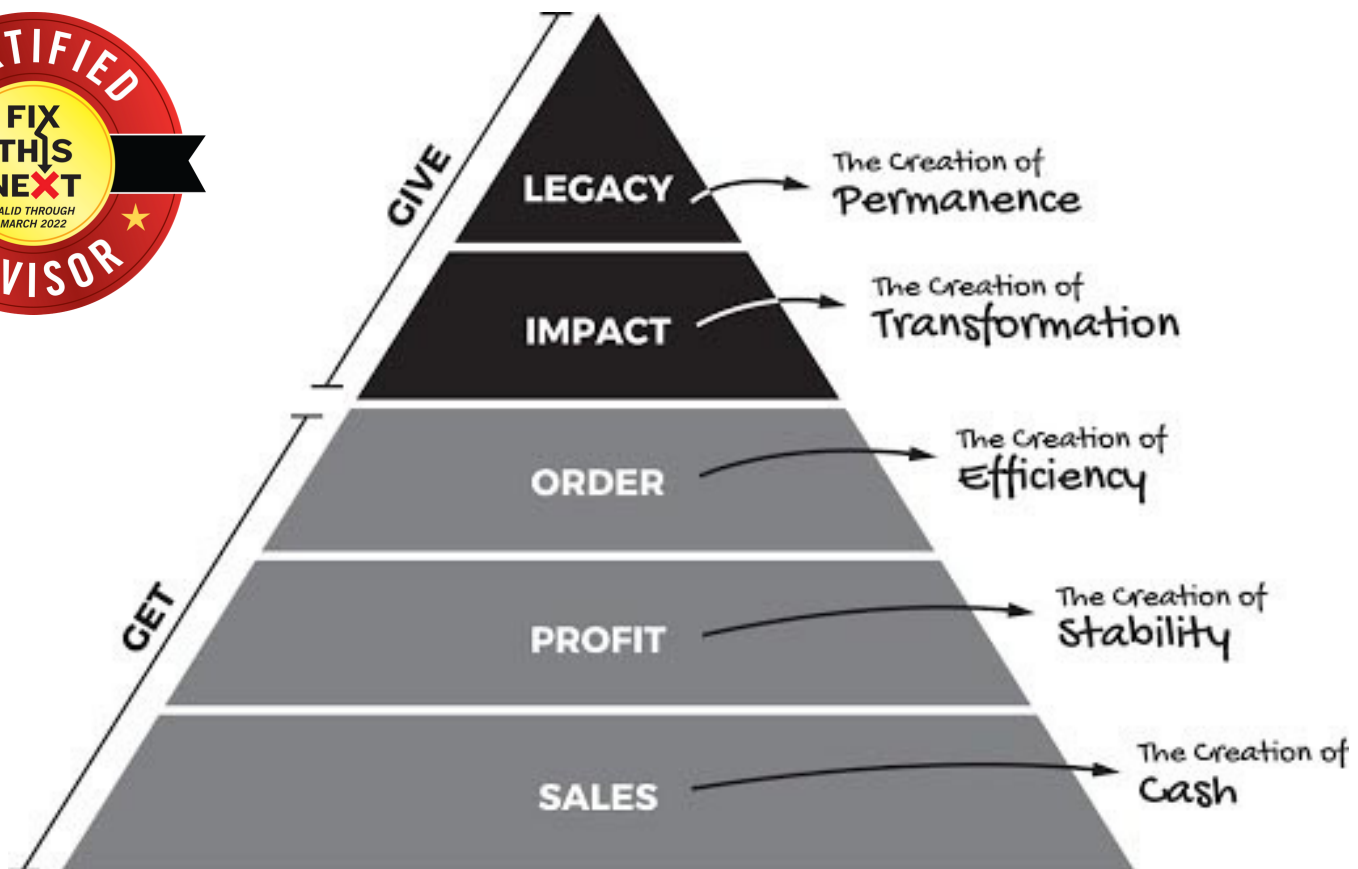
How will you tell them about it? How will they find you?



Anything else?

Business Hierarchy of Needs

From "Fix This Next" by Mike Michalowicz



Recognize that the shift you're making in your business may require a "downshift" on the hierarchy of needs. What do you need to do to secure your growth in this area? In other words, who must your business become in order to move into your new business reality?

Who must I become?

In order to step into a new reality, you need the capacity to achieve it. That may mean learning new things or letting go of what doesn't serve the new direction in which you are going. This is an opportunity for you to spot your own gaps, new beliefs you'll need to instill, and other things that you need to handle in order to become a person who can live out this vision

I must become a person who...

Prepare For Re-entry



My Environment



My Container



Follow-up Care



Additional notes



What's Next?

Some people complete this workshop and wonder "What's next?" or they realize they may need more support in order to stay on track with their plans.

There are a couple of paths to take from here. Click the image to learn more:

Creative Freedom INCUBATOR

An on-going, year-long program of coaching, accountability, and support to help you stay on track with your goals and plans.

Your Breakout Year

A VIP intensive to guide you through the shifts you need to make to step into your new reality. Now booking for August, 2021.

