



HOW TO TAKE THE SUMMER OFF (aka create time freedom in your business)



THE 5 CONCEPTS

The concepts I'm going to share with you may be a bit mind-bending, but these shifts can really help you step-up your income over the next few months and beyond.

The purpose of this content is about much more than just taking the summer off – or any extended holiday.

It's to help you get really clear on your plan for the next 6-12 months and beyond, what it's going to be all about for you, both from a pragmatic view as well as from a big picture view.

To help you do that, I'm going to share with you 5 concepts that you can start applying to your business today to start increasing your bottom line going forward.

I apply these same concepts so I can take mid-June through August off as vacation to spend it with my family at the lake where I spent my summers growing up. Running my business the way I do allows me to take that time away and I want to show you how I've made that work since 2006.

The fact is, it's a very slightly working vacation, maybe 5% of the time. Maybe an hour here and there, maybe a tad more on a rainy day. Mostly my time away is a creative sabbatical, when I can re-visit my vision and imagine something even better. And the other fact is that it's all completely on my schedule. I don't have to show up or prep for anything or anyone.

Here's what I do about a month before:

1. Decide on what main projects I'll focus on that summer, no more than two.
2. Decide what my VA will focus on and that she'll handle all the admin stuff as needed.
3. Sort, purge and organize my files and only bring those with me that I need for my summer projects.
4. Let my clients and customers know well ahead of time (and always) that emails would be answered by my VA but that it may take a bit longer to respond while I was off (this is me walking my talk).
5. Wrap up any and all programs and tie up all loose ends before the end of the school year (June).

That's basically what I do to prepare to take the summer off.

The first summer I did this, what happened?

Much to my surprise, because I think I was so busy-busy all the time that I wasn't moving forward very quickly with anything, and I spent a lot of time putting out fires, I was actually MORE productive – and MORE profitable – during those 7 weeks than I had been the previous 6 months working from my home office.

So what was different?

1. I chose two main projects to focus on that only I could do (writing my book and my membership) and either let the rest go (absolutely nothing negative happened as a result) or delegated it.

So I was really focused on my 'genius' work, which is what will always bring you more money sooner than focusing on fixing your website or filing your order forms or whatever.

2. I had scheduled work time. This was a biggie for me. At home, I worked when the kids slept (naptime or nighttime) and then all kinds of in-between time when they were playing by themselves or when Daddy was watching them.

During that summer, I only worked a total of about 2 hours a day, between pre-wake-up time and post-bedtime, 3-4 days a week. I got up at 5:30am and worked for an hour or so before the kids were awake, but that's also my time to sit on the dock, watch the loons and write in my journal, and drink my coffee while it's still hot.

When I worked it was only on those one or two projects, and answering emails that were a priority, like those from private clients. Anything else I did was a bonus. I wasn't stressed at all, and when I was with kids, I was completely focused on them, not on the business.

Fast-forward to today, and 95% of my time off is unplugged and OFF while we're away. I check in with my VA every few days while I answer email, and I write the personal note with my weekly newsletter - and that's about it.

Let's talk about the concepts behind making this work...

First and foremost – I decided I was taking the summer off. Whenever I plan my year, the first dates I mark off are when we leave for the lake and when we come back.

It you don't put your time off on your calendar first, it will never happen.

Concept 1: What's the fastest path to money?

The first question I asked myself when I was planning what to focus on over the summer was:

“What's closest to the money?” or “What's the fastest path to cash?”

Like me before I left for the summer, you might be busy-busy, trying to accomplish 84-thousand things at once. But doing so sometimes clouds our thinking and seeing the one thing you aren't that's blocking the flow of money to your door.

In order to keep you on track, to keep the money flowing in consistently, I want you to ask yourself that question at least once a month.

“What is the fastest path to making money today?”

Then I want you to make a list of the answers, and choose one that resonates most and get to work.

Let's do this as an exercise:

What is the fastest path to making money today?

If you had 15 minutes to write one email to send to your existing contacts and connections, what could you sell them TODAY that would mean money in your bank account TODAY?”

You'll probably come up with several very good product ideas, but they're all likely new ideas.

Usually in your current repertoire there is enough content to put together a mini-training or helpful resource very quickly.

Put it together in a couple of days, send an email to your list and post on your social media platforms and within a week, you'll make sales.

That's money in the bank.

Many online entrepreneurs complain about not earning enough money. It's the #1 complaint I hear, especially from newer business owners.

But if you've been complaining about not making enough money for more than a month or two, not making enough money is not really an emergency for you. It's not a priority.

Because somehow you're making things work without that added income you want.

If you're serious about generating more money, then do something about it.

Have you heard the saying:

"People do what they do, because they have nothing more compelling to do."?

I think this explains a lot about human behavior. But that's another conversation. ;-)

When you're serious and ready to do something, then come back to the question:

What's the fastest path to money in your business right now?

Answer: Sell something you don't have to prepare.

That means something you already have or you can create once sold (and money is in your bank account) to existing clients and customers who already trust you.

The last part is critical. You must be able to connect with those clients and customers today. You have their email address or you're connected on social media so you can contact them easily.

What's the fastest path to money for you today?

Make a list. Take action on the one that feels easy and right.

Remember, sell something that you don't have to prepare...

1. either something you already have
2. or something you can sell first and then create

I've done this many times, where I take an idea, create the sales page, put it out there, and once people start buying is when I start to create the content for the program.

Then if no one buys, I haven't wasted my time creating something that no one is really interested in at that moment.

It breaks my heart when I see people go through all the hard work of creating the products and programs that then no one wants.

The easiest Idea is to offer a Masterclass/webinar for a fee.

Pick a topic, pick a date (couple of weeks out), write a short sales page, start promoting it, and charge for it.

Bonus: once people buy then you have to get it done! You get a deadline imposed upon you which can be much better for those of us who use self-imposed deadlines (read: easily shifted ;-)).

You just need to be a week or two ahead of your clients, if you're putting together a series, like a webinar training or an ecourse. You don't have to have the whole thing written beforehand.

Concept 2: Play the Money Game

I want to encourage you to start looking at what you want to make for income as a numbers game.

And believe me, if I can do this (former English teacher – not good with math at all), you can do it, too.

The Money Game is a very powerful tool and here's how to play.

1. Decide what amount of money you'd like to make

If you have no idea of how much money you'd like to make, you won't make it.

Write down your money goal.

For example, say you want to make \$20,000 in the next 6 months.

Make a list of what you have to offer – include stuff you haven't created yet or things that aren't quite ready, but close, those things from the “what's closest to the money” list.

What could you offer to start creating that money?

- trainings - 1-off or a series
- webinars
- 1:1 coaching
- Group coaching
- Ebooks/manuals/guides
- Ecourses
- membership
- digital courses



Take those items that you have for sale and then play with the pricing and the numbers that you'd need to sell to reach your goal amount.

Play with pricing and how many units you need to sell in order to make up the \$20,000.

So if you had 10 1:1 clients for \$500/mo, that's \$5000.

Or sell a Masterclass for \$47 – to reach \$5,000 that's 106 registrants.

Or offer a 4-module live training for \$297 - to reach \$10k, that's 34 students.

The Money Game is flexible and fluid. You want to play with the numbers and devise a plan of action that will bring you the income you want, by selling what you think is a realistic number of units of what it is that you offer.

And then focus on that plan!

If you play the game, and plan how you're going to implement, you can relax enough to take time off. This is how I do it every year.

Here's an inside tip from me to you: Whenever I get overwhelmed with, “how am I going to make my money goal?”, I play the money game. Then I know exactly how I'm going to do it and what I need to focus on to make that happen.

Concept 3: Only Answer Correspondence that has \$\$ in it

As a business owner, I find myself in crunch time periodically, and with the constant flow of emails, it's been very difficult not to get distracted and caught up in them – to my detriment.

During one of these times, when I was about to launch a monthly membership, a colleague of mine sent me good wishes on the launch and when I replied with my thanks and how stressed and overwhelmed I was with trying to stay on top of everything while the launch was going on, she simply responded with this:

“Only answer emails with money in them (which means you can ignore this one).”

How simple and yet how sage. And that's exactly what I did then and over the summer as much as possible. It made such a difference in what I was getting done that was actually bringing me income and conversations about income, that when I got home, I was ruthless with my inbox. And I've never stopped.

Right now, I have 1 email in my inbox (and it's from my mom - I kid you not ;-)).

I have to tell you how amazing a concept it is when you apply it, especially as your business grows and you get busier and busier.

What kind of emails are the ones with money in them?

- client and customer emails (that you can't delegate to your assistant)
- potential joint ventures or strategic alliances
- invitations to speak
- permission to share your content on wider platforms
- etc.

Be ruthless with this and you will surge forward with your productivity and profits.

Concept 4: Put a Creative Container in place

The 'creative container' idea has been a method of writing I've been using at least since college, but I just thought it was something I had to do to organize things in my head by having something solid in my hands!

It's the concept I used when I put together my 21 Easy & Essential Steps to Online Success System, which is 200+ pages. I put it together in less than a month, by using this method.

How to do this when creating a product:

Once I had the idea for my topic, and I created a table of contents (which changed a bunch of times in editing), I created the framework for the manual in Word.

For example, for each section and each step, I created a new page with its heading, like Step 1: What's Your Unique Message, and the rest of the page was blank.

Once I had the framework in place, I then started copying all the previous articles I had written and anything else I had created, compiled or read, and pasted them under their respective headings.

Once I had filled in all the blank pages under the headings, I printed it out and three-holed punched it and put it in a binder. Voila – instant jumble of a book! But the physicality of it really helped me to see what I needed to add or delete, and it made it easy to move sections around, and it was much easier to edit each draft this way.

By the way, I did the same thing for the book I wrote – which took me less than a month to write my first draft using this same concept.

What you're doing is getting more results with less effort. My favorite way to create and to work!

I had been writing the book in bits and pieces, as articles and just notes to myself, and compiling information along the way, but when I actually sat down to put it together, it took me about 30 days.

Here are some simpler examples:

Masterclass/Webinar:

- You make money from the initial live class
- Offer the recording as a stand-alone product
- Offer the polished transcript as a stand-alone product
- Offer the recording and transcript as a bundled product
- Turn it into a digital course
- Package it with other webinars

All that from one class.

One of the principles I follow in my business is that I don't create something unless I can leverage it in three other ways.

Another simple example is writing a blog post:

- > Take a group of blog posts you've written that fall under a theme and compile them into:
 - ebook
 - ecourse
 - webinar
 - audio/video program

What are some of the things that you're doing now that you could put in a creative container and get more results, so you can take more time off?

Concept 5: Get support

To double my income, the first thing I had to learn to do was...

... do less than half of what I was currently doing!

How?

Get rid of the timesucks – email, less-than-ideal clients, things that you've been working on that simply haven't moved forward no matter how much time and effort you put towards them.

Be ruthless with your time. Schedule your work time AND your play time and stick to it.

Delegate. Hire help before you think you need it; start with one small project and go from there but do it now.

Focus on three things (everything else gets farmed out):

1. your work with/for clients
2. creating/producing content
3. marketing that only you can do

The more you delegate the details, the more time you have for the strategic work that will move your business forward, which means more success, easier, and allows you to take more time off.

There you have it - my 5 concepts for taking the summer off (or just more time off and away from your business, whatever that looks like for you).

Which one will you put into place first?

Need More Support?

Now that you've got the concepts, let's dive into the tangible how-to's!

[Click here for more info about the Lively Biz Business Club.](#)



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Alicia is a freedom-loving lake girl and intuitive business strategist who guides and supports online entrepreneurs to design a life they love that's supported by a business they love using proven practical strategies and tools to create a livelihood that's priority-based, purposeful and profitable – all in part-time hours.

As founder of the Lively Biz Business Club, she's been the guiding force behind some of the best-known and successful online businesses in the coaching arena, as well in the industries of education, health and wellness, and new age, and has inspired thousands of entrepreneurs to create a business that funds a life they love.

Alicia's expertise has been featured on Entrepreneur.com, Escape from Cubicle Nation, T. Harv Ekers' SuccessTracs, Holistic Business Journal and countless digital media outlets.

Alicia is also the author of ***6 Simple Steps to 6 Figures for the Solo Service Professional: How to Create Your Lifestyle Business Based on Your Passion for Serving Others***, available at major booksellers.

When she's not helping entrepreneurs create more ease and flow in their online business, you can find her enjoying life with her husband James and their kids, Chloe and Jack, stretching her woo-woo wings, reading the Outlander series, writing in some form, or if it's summer – at the lake.

