

10 Ways to Increase Your Business Cash Flow

How happy are you with the consistency of your business's cash flow? Is it always dependent on you fulfilling a contract or providing a service, or are your business's assets generating a stream of income for you?

Here are 10 ways to start increasing your business cash flows, and potentially exponentially, through one or a mix of the following:

1. **A book or e-book:** Many entrepreneurs, such as [Richard Branson](#), have shared their experiences, skills and know-how through writing a book. Of course, he took the next step and also created his own online book store! Not sure if you're ready to do that just yet? Write an e-book instead. See my new [Basic EFT Package](#) or Dale Elliott's self-published book [Can't Walk Can Fly](#). Sell 40 copies per month at \$37 and generate an additional \$17,760 per year. Learn everything you need to know about writing and publishing a book and receive the opportunity of winning a \$10,000 publishing deal with Hay House on [Cheryl Richardson and Reid Tracy's 13-night Australian cruise program](#).
2. **An audio program:** Don't want to write? How about sharing your expertise in an audio format, such as a 6-CD set or in an MP3 format - see Business Essentials [Business in Focus](#) program or [Ali Brown's 21 Cash Flow Strategies](#). Sell 2, 6-CD sets for \$297 per month and generate \$99,792 per year.
3. **A DVD program:** Ali Brown is a master of these - see her [Online Success Blueprint System 2.0 package](#), a combination of DVDs, CDs and workbooks. Sell 8 12-DVD set packages at \$997 a month to generate \$95,712 per year. Or, perhaps start with a less daunting single DVD package with accompanying notes, such as my [Home Study EFT DVD package](#).
4. **Membership subscriptions:** These can work well for virtually any industry or business type. See for example [Fabienne Fredricksons Client Attraction Inner Circle](#). At \$67 per month per member, with 25 people enrolled each month, generate \$20,100 per year.
5. **Webinars:** These are easy to host regularly and are very accessible. Again, have 25 people per month attend a webinar priced at \$67 and generate \$20,100 from webinars per year. See [Live One](#) for example.
6. **Tools and templates:** These can range from iPhone apps to WordPress themes or devices or other online tools, such as [BPlan online business planning](#). At \$97 per download, with 10 downloads per month, you can generate \$11,640 per year. Have a great idea for an app? Check out [applabs.com.au](#) and have your idea turned into a state-of-the-art app.
7. **Speaking:** Speak at, or MC other people's or organisations' conferences and events. A one-hour keynote presentation once per month at \$3,000 per event is \$36,000 per year. If you'd like some help in developing your skills and confidence in presenting, talk to my friend Sharon Ferrier at [Persuasive Presentations](#).
8. **Live events:** Host a live event on your own or involve others too. You can do these virtually too, such as a telesummit. At \$497 per seat, with 17 attendees per event, that's \$101,388 per year. Or, [splash out and make it a cruise!](#)
9. **Coaching programs:** Make these available at \$500 per person per month. With 10 participants per month, that's \$60,000 per year. Check out my coaching programs at [Blue Sky Coaching](#), from \$295 to \$595 per month.
10. **Mastermind programs:** At \$2,000 per person per month, with 10 participants, generate \$240,000 per year. See: [The Executive Connection](#).

How do you know what and in which format to offer to your clients and target market? Ask them either personally or through surveys, blogs, e-mail or twitter.

For more business and life coaching tips to help you achieve your goals and create and live the life you've always wanted, visit www.blueskycoaching.com.au or to find out how you can work with me personally, contact Tania below.