

Creativity to Cash Flow



How to leverage the fruits of your creativity

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**Boost Your “ROC”
(return on your creativity)**

by climbing a ladder of leverage.

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Boost Your “ROC” (return on your creativity)
by climbing a ladder of leverage.

Leverage means “multiplying your
return for each unit of input.”

Your inputs are **time** and **creativity**.

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The Ladder of Leverage Has Two Legs

Leg 1. Your content

The ideas and tools you create

Leg 2. Your process

The ways you work with your clients

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Leg 1 Leverage Your Content

- 1. Create.** Problem solve, brainstorm, forum, interview
- 2. Report.** Blog, article, case study
- 3. Generalize.** Exercise, tool, talk
- 4. Refine.** Seminar, workshop
- 5. Multiply.** Podcast, CD, DVD
- 6. Expand.** Workbook, white paper, web content
- 7. Author.** Book, program

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Leg 2 Leverage Your Process

- U+C.** Just you and your client
- F2F.** Face-to-face forums
- V2V.** Voice-to-voice forums
- Package,** training system
- Train** other trainers
- License** or franchise

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The 7 Rules of Leverage

1. Create
2. Report
3. Generalize
4. Refine
5. Multiply
6. Expand
7. Author

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What Is the Payoff?

Credibility
Outreach. Help them find you.
Draw people to higher-priced offerings
Cash flow
"Money magically appears in your bank account!"
Create a sellable asset.

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Progression of Offerings

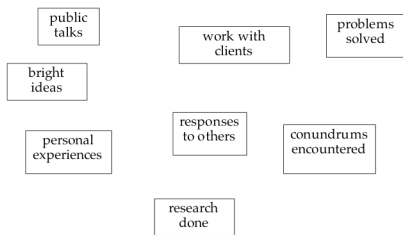
Free	Articles, ezines, assessments
\$5 - \$25	E-pub, "real" book, workbook
\$50 - \$150	Tele-seminar, webinar
\$500 - \$1,000	Workshop, intensive
\$5,000 - \$10,000	Retreat. Ongoing support agreement
\$50,000	1 on 1 consulting

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How to Climb the Ladder

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Circle of Inputs



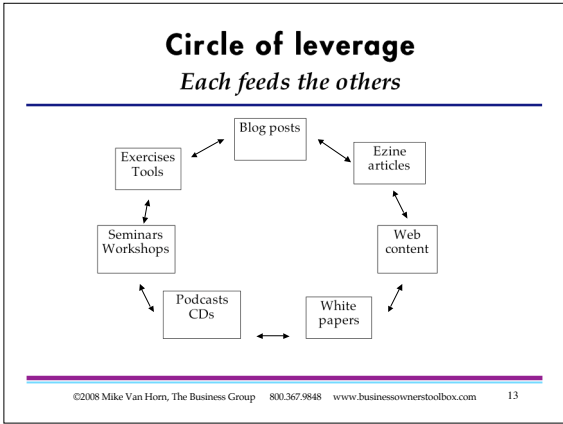
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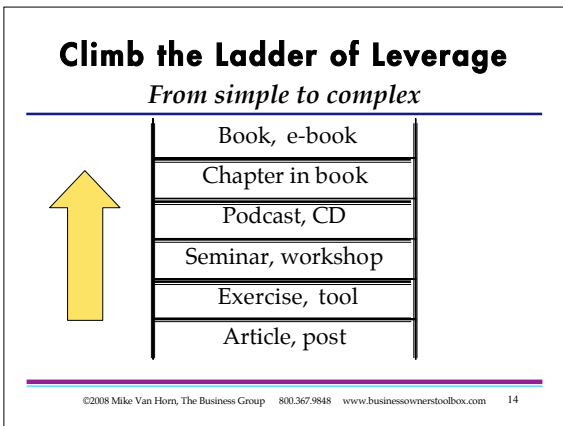
Capture Creativity When It Arises

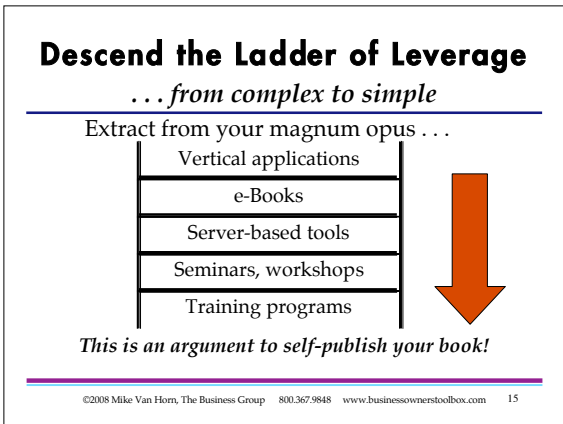
What is your style?

-
- Index cards
 - Journal
 - Minion to take notes
 - Type while you think
 - Dictate
 - Recorder, digital or tape
 - Record phone talk

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Why a Book is At the Top of the Food Chain

Better than a PhD?
Shows you have a big-picture outlook
Clients like concreteness, programs

Forces you to think through your stuff.

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How to Write a Book from Scratch

I want ideas from the audience for a book called

“How to Banish a Consultant’s Worst Nightmare.”

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How to refine, build content

*Writing a book takes two years. . .
10% actual writing, 90% agonizing*

- Lone writer? Or . . .
- Collaborator
- Ghost writer
- Copy editor
- Willing listener/reviewer
- Writer’s circle

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How to Tackle the “Yeah, Buts”

- “The business is moi.”
- “Too daunting”
- “Will it pay?”
- “Writer’s block”
- “Lone Ranger syndrome”

Barriers to Content Creation

- Work, work, work
 - Always back burner
 - Perfectionist
 - Easily distracted
 - Writer’s block
- What’s your favorite?*

Thank you very much . . .

Want to win my book? Your card in the hat.
Write on the back . . .

\$\$\$ = “Cash flow/creativity” support forum?
TEL = Get tele-forum announcements

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