



The Leverage Flow

with Amira Alvarez

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Not enough time and not enough money. Those are the two things that most women who want to rapidly scale their business struggle with. I'm going to show you exactly how to break free of that cycle of not having enough time and not having enough money, so that you can actually achieve leverage and get to that place where your time is yours and you're making a lot more money.

There are three pillars, three key elements you need to understand and work, for you to quantum leap your income, whether that's doubling, tripling, or 10x your income. They are Team, Systems, and Packaging, or how you package and speak about what you sell.

Let's jump right into how this works...

Say you have a great revenue generating idea... but your plate is already full... how do you make the time to execute on the idea without stepping into burnout and overload, and losing all your freedom? There's only so many hours in the day and you're already giving it your maximum effort.

The obvious answer is that you need to hire team. You need to hire people who can take activities off your plate and free up your time. This allows you to execute on your revenue generating activities and allows you to make more money. This is leverage. You're leveraging someone or something else to help you scale and make more money.

Where most people stop in implementing this solution is thinking that they can't hire their next level hire because they aren't YET making enough money to support bringing this person on.

We'll get to the bigger answer to that catch-22, that mental and emotional block, in tomorrow's video and bonus training because ultimately the problem is never a money or time issue... and it's really important that you hear exactly what the problem is and how to solve it... but for now the concrete step that you want to take is to hire anyway. Now, I'm not being flip here, let me explain...

You want to figure out what you're doing now that's causing you the most frustration or taking up your most time and hire someone to go do that for you. Start with that one thing. Even if there are twenty frustrating things right now, start with the issue that's taking up most of your mental and emotional bandwidth.

Start small. Get help with that one thing. Spend the money even if you think you can't afford it. This might trigger you a bit and go against the rules that you were brought up with... the rule that says

you must have the money before you spend it. Yes, I am asking you to break that rule, but there are several caveats...

Caveat #1: When you spend the money to hire before you “have” the money and you free up your time, you need to spend that available time on the money generating activities. You need to do the work to call in the money.

Caveat #2: Spend the next level money for you. What do I mean by that? I mean that your expenditure needs to stretch you but it can't be an unreasonable stretch for you. You have to believe that you will be able to leverage the investment you made.

This will be different for everyone depending on where they are in their business. For the woman, who's already making \$500k, what might be a stretch is hiring on a second in command or a full-time manager in a leadership position.

For someone who's making less than \$100k, and stretching to make their first hire, it might be an assistant for 10 hours a month. You're going to want to go to a place like upwork.com and find an inexpensive person to do the most immediate tasks at hand.

This is also good resource for more highly skilled contractors for those of you who already have support staff but need experts for one-time jobs. Remember to ask good questions when you post for a position and make sure people answer all your questions satisfactorily to vet them.

What you want to do is go for it, take your scary stretch step, and then do the work to bring in sales.

This raises your game. It forces you to make the tough decisions or take action, like raising your prices or changing your business model or reaching out and making sales.

I see this all the time with my clients. They hire me and this is an investment and then they get leverage on their own internal blocks and fears and go take the action we discuss because they want to make good on their investment.

So, if you're looking at the diagram of the three pillars you can see how team and packaging, or what and how you sell, directly impact each other.

Hiring team requires you to bring in more money to pay them. It forces your hand so to speak. But it also **ALLOWS** you the time to go do the work required to bring in the money.

The reverse is also true... when you fix or change your business model, what and how you sell your product or service, so that it is a more effective way to bring in money... and there is an art and a science to this... and I love helping my clients with this... it increases your revenue and allows you to hire even more team and also invest in systems. This is super important and a great way to get

leverage and make more money... you take what you're already doing and repackage it in a way that adds value for everyone.

I was just on a call with a client where we realized that many of her colleagues ask her for advice. She loves to help so she jumps on a call, reviews their plans, and meets them at job sites... The first law of receiving is giving, so don't get me wrong here... it's an excellent practice to give and give generously... until it is limiting your next step, your 'more life' directive.

And this is what was happening. She was ready to grow, so we took what she was already doing and quickly packaged that into a monthly retainer package that serves her colleagues at the highest level and compensates her really well. She loved it and is going to get practically instant leverage on that... saving her time and bringing in a lot more money at the same time. I love helping women see the opportunities like this to scale their businesses, do more with less and really leverage, and bring their incredible work to the world. This is why I get out of bed in the morning.

Starting with your business model, what you're selling, and how you're selling it... is the more traditional sequence of events... make more money through adjusting your business model and/or selling better, then invest in team and systems. And it works.

BUT, what I have found is that most people who approach it this way on their own never actually get off the hamster wheel of not having enough time or money. They are trying to work harder to break that cycle, rather than innovating and finding better packaging of what they sell. They can't see the forest for the trees or how to innovate, so they keep working harder.

And there are only so many hours in the day. There's only so much hard work you can put in. There is only so much doing it the same way again and again before you burnout. You've got to break that cycle.

To break this cycle you need to invest in getting help... whether that's someone to do your tech or your admin, and yes even investing in a coach to help you rethink your business model and scale. If you wait to invest, and don't make that stretch step investment... and when I say stretch step investment you'll know it's a stretch when it scares you a bit... you just keep pushing harder and stay on the endless cycle of not enough time and not enough money... and this leads to burnout, not freedom.

Okay, so now let's talk about systems in more detail. Systems, simply put, are how you do things in your company. You always have systems... though often the way you do things isn't the most efficient and you're expending a huge amount of time on something that could be streamlined. Some systems are high-tech. Some are low-tech. Some are automated. Some are manual.

The real key with systems, is to look at where you are not being as efficient with your time. You will be able to find this by assessing two things in your business:

#1 - Where you're the most frustrated.

#2 - Where you're spending most of your time.

The sweet spot of where to start is in the overlap of these two... where you're most frustrated and where you're spending the most time.

For example, if you're most frustrated by not being able to find some piece of information or a document and you spend a lot of time searching for them, this is a great place to develop a better file management system.

You can do this yourself or better yet, hire someone to do this for you. You can create a better naming convention and then have your assistant use that to organize your online file sharing. This is also a beautiful example of the interplay between systems and team.

You can have your team implement your systems, saving you the time of doing that and allowing you to focus on revenue generating activities. But better systems, also free up your team's time, so they can spend their time more efficiently as well, thus helping you leverage their support.

In addition, when you develop better systems, it raises your game on the packaging front, what and how you sell, and let me explain how...

Often times, unconsciously, people hide behind the "running of the business" activities... and they don't do the often more challenging work of stepping up their business model, marketing, or sales. They use the inefficiencies in their business as a way to avoid the required work, but when you create better systems it forces you to raise your game. You then have the time to the revenue generating work, and if you do it, you will get off the hamster wheel of never enough time or money.

In addition, better systems support you in delivering a better product or service. This raises the value of what you offer, and as a result, can help you in charging a more premium price.

So as you can see... each of the three pillars... team, systems, and what and how you sell what you offer... IF implemented correctly creates more money, frees up your time, and raises your game... all leading to LEVERAGE!!

Leverage is when you start making more money, more quickly.

Leverage is when you have more free time and freedom.

Leverage is when you're less cranky and more delighted with your life and your business.

And that's what I want for you!

So you need to take those first steps and invest in a better or larger team, better or different systems, and a better or different way to packaging what you sell... including knowing how to speak about what you do, that's your messaging, and how to market it. Marketing and messaging are a critical piece to how you package your work.

See... I used to be crazy busy, in the struggle, pushing and driving myself really hard and I'd get some great progress for sure... hard work does get you some place... but I wasn't making nearly enough money and I didn't have the mental, emotional, or time freedom I wanted... and I had no idea if I was doing the right thing... and this was leading to a lot of anxiety and insecurity... until I was able to MOVE PAST MY BLOCKS and leverage the three pillars. Only then was I able to make my quantum leap. That's when, within a relatively short time, just a year, I was able to turn my annual 6-figure income my monthly income. When I was able to do this, not only did my financial world open up, but I really stepped into my purpose... which is to help women move through their blocks and into financial freedom and their best lives ever.

So join me for tomorrow's video and extra bonus training, where I talk about how to move through your blocks so you can make use of the three pillars to leverage!