



ADRIANA'S FAVORITE MONEY-MAKING ACTIVITIES

You can do these in an hour or less each day, but you must know WHY you are doing this—otherwise you will stay where you are. It's a fact.

Your reason for doing uncomfortable things has to be FAR GREATER than your small self, your current self, and your current personality.

If you don't think you like sales, it's because you know it's going to show you where you are staying small.

THE SIMPLICITY OF THIS PLAN IS WHAT WILL THROW YOU OFF.

Especially if you love to overthink and overcomplicate.

Making large amounts of money in a short amount of time is not difficult. It only requires that you become a much bigger person than you are right now.

IF YOU WANT RESULTS, KEEP IT SIMPLE.

I am sharing my favorite money-making activities. Keep in mind, these are not things like list-building—they are the fastest, most direct route to getting a client today.

If you do at least one of these a day, five days a week for four consecutive weeks, you will create traction in your business.

Keep in mind, all these will be much more fun and effective if you can also commit to going 24 hours without:

1. Rejecting yourself
2. Criticizing yourself
3. Complaining about others
4. Doubting yourself
5. Comparing yourself to others

Get on your own team. Be your best cheerleader. Catch your internal dialogue—and make sure that you are speaking to yourself like you would speak to your client, your friend, or your child.



CERTAINTY CONFIDENCE CLARITY

Now let's get into something many entrepreneurs forget—YOU CAN GET A NEW CLIENT TODAY.

You are not in a job. You do not have to wait until payday. Payday is every day if you choose it.

Wake up every day and expect that people want to work with you, that people will say yes, and watch it happen.

INTENSITY + DURATION = GREAT RESULTS

Go all in. 84% does not cut it. 92% does not cut it. 100% is what makes people FEEL you and MOVE toward you.

You won't magically get 30 clients at the end of the month. Wake up and know you are ready to get at least one client a day.

Go all in for 30 days! (Make sure you take 2 days off each week—no work whatsoever)

1. Send personal invitations to 1-4 people
2. Do 1-5 referral calls
3. Post a lead gen on social media
4. Write a story on social media
5. Write a promo post with a clear call-to-action
6. Email your list with a clear call-to-action
7. Interview a past or current client

1. Send a personal invitation to 1-4 people: Let them know why you would like them to join you and how they will benefit. I get about 50% of my clients this way. How many more people would work with you if you personally invited them to your party? This can be done via messenger, email, or phone. The key is to NOT overthink it. Here is what I frequently send out.

Hi Lisa, I know you are expanding your business and visibility. I would like to invite you to join The Younger Self Letters USA Today book. I know the people in already are the kind of people you want to network with, and I can see you getting high quality referrals there. Would you like to hear more?



BONUS TIP: Do not include all the details of our program in your invitation, only what I outlined above.

2. Do a 20-minute referral call session on Zoom or phone: Make sure you are prepared to lead this call. Have a simple cheat sheet that outlines the key elements of your offer ready to send via messenger or email. In 7 minutes or less tell this potential referral partner the name of your program, the top 3 benefits to those who join, the investment, and 3 types of people you would like to be introduced to. Here's how I present myself.

Hi Lisa, thank you for taking this 20-minute call. I like to do these calls and find a way for us to create at least one introduction for each other in our time together. I'll go first and then I want to hear from you.

I am filling my next book, *The Younger Self Letters*. We do this book once a year and it is a USA Today bestseller. It's perfect for the coach, consultant or speaker that is looking to get on a bigger list than Amazon and likes to work by referral. The book includes a yearlong referral circle where it is typical to receive introductions every week. The book will sell 15,000-20,000 copies within 12 months creating amazing opportunities to exponentially expand their business revenue. I would like to be introduced to either a coach that works with those who make \$250k or more each year or someone who is always looking for opportunities to grow-they might be investing in podcasts, PR, or high-level coaching. Does this make sense? Does someone come to mind? I will email you how I would like to be introduced to make it easy for you.

Then let them take a turn. Follow up via email or their favorite form of communication.

BONUS TIP: Do not share all this in a text or message on social media. If you aren't sure how to invite someone to a referral call simply say, Hi Lisa, I would love to learn more about your business so I can make quality introductions for you. Are you open to a 20-minute call this week or next? SEE HOW EASY THAT WAS? ;)



3. Post a lead gen on social media: This is a color block post or one sentence that is meant to get people to respond with a comment.

Raise your hand if you have a story to share about _____.
Who here has built a business around _____.

The key with lead gen is to remember it is all an experiment. If you do a lead gen post and no one comments, you cannot allow yourself to get discouraged. It doesn't mean anything. Just try another one. What I do, is keep track of the ones that do work. Take the ones that work and post in other places like your stories, other people's groups etc.

4. Write a story on social media: Not every post on social media must be selling people on a service or product. This type of post is selling people on YOU. People rarely buy the thing you are selling. They are buying into where they overlap with you. Once people realize they have something in common with you, no matter what it is, they are more likely to invest with you.

Stories that have emotion are even better. Stories that communicate your values are the BEST. Remember, stories ARE NOT conveying information. They are allowing people to FEEL you.

5. Write a promo post with a clear call-to-action: Use clear and direct language. If you are used to industry lingo or vague phrases that don't actually mean anything to your buyers, they will let you know in their lack of response.

- How do you actually help people?
- How is their life, health, relationships, and/or business better because of what you offer?
- Spell it out in 6th grade English.

Do not include things like: this includes 83 Zoom calls on Tuesdays. No one cares. These are features, not benefits.

At the end, make sure you give them ONE thing to do next. Click here, send a pm, register here, etc.



6. Email your list with a clear call-to-action: Before you tell me how small your email list, email your list. ;)

Have you ever been on a call and they wait and wait for more people to join, and you are sitting there wondering why you are chopped liver?

The last thing you want to make the people who gave you their permission to communicate with them the feeling that they don't matter. If you're email list is only valuable after it's 5,000 or 10,000, you are missing out on the opportunity to connect with people who like you and you most definitely are leaving money on the table.

What do you email them?

- One of your social media posts.
- What's inspiring you.
- What you are offering and why.
- What you are enjoying.

The more you overthink it, the more you need to know that email is simple communication. What do you want your audience to know and remember about you? How do you want to help them?

Talk to them like you would if they were across the table having tea with you. Ask them to reply and share their thoughts. Give them a clear call-to-action. Take them where they haven't gone yet.

7. Interview a current or past client: We all know that testimonials are powerful. Video testimonials are even better. The problem is that when you ask a client to give you one, they go blank. They are nervous and uncomfortable.

Here's a better solution—Interview them and go live on social media, then use it on your website. Make sure you create simple questions that help them remember:

1. Why they hired you. What was motivating them?
2. What was their biggest challenge? Or desire?
3. What had they already tried?
4. What changed in your time together?