



The Limitless Women Podcast Cash Flow Crunch

Everyone in business experiences times when business slows down. So today, let me share with you what to do when the calls just aren't coming in as they normally do, to get you back on track.

Want to skip head? Episode Highlights

- [00:27] Learn what will be shared in today's episode and how it can move you right back in to prosperity.
- [01:20] Discover why you need to go back to your calendar when business is slow.

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Thanks for listening to the Limitless Women Podcast. This episode is an excerpt from a video series on business tips I created for you. If you find this valuable and want to have a deeper, longer training, visit the Limitless Women YouTube channel, subscribe and check out the rest of the series.

If you find yourself in a season where business is a little slow, you're not getting the calls that you'd like, you're not moving along as quickly as you'd like, I encourage you to consider that this may just be a season. Now, this is with the premise that you've actually already got a business model that's working. You have proof of concept. You've sold some of your products or services and you know you're on the right track.



If you haven't made any money doing what you're doing, we have a different conversation for you, which is really around getting clear about your business model. If you're in a place where you've been successful, but you're just feeling a little bit of a contraction, what I want to encourage you to do today is to go back to your calendar, my favorite resource, and understand that there's a whole lot of low hanging fruit there. You actually already have relationships with people that you've spoken to over the last year or the last two years that know, like, and trust you, that really believe in what you're doing, and they would love to either become referral partners for you or quite possibly your clients, but they're not going to do it without you asking.

So first and foremost, I want you to go back to your calendar, see who you've spoken to recently that it's time for a reconnection call, and go to your social media. If you're a person who lives on Facebook or Instagram or you're using Twitter, go back and say, "Okay. Who is it that I've engaged with a little bit here?" and it's really time to reconnect.

The key to moving yourself out of a cash flow crunch is to remember that this is just a season and that the activities that you take today are going to create the results that you want tomorrow, so get back, reconnect, and figure out who you can add value to. Remember that you get more of what you focus on, so let's see you focusing on what's working and celebrating those amazing relationships you already have.

[MC] Did you know that Limitless Women offers an online community, a premiere business school and annual live events? Find out what Limitless Women has for you at LimitlessWomen.com.