



The Limitless Women Podcast What You Track Grows

Have you ever heard the saying that a watched pot never boils? Well in business it's the opposite. What you are watching is what's going to flourish. If you're tired of riding the financial rollercoaster and exhausted from overworking then now is the time to learn where your revenue is coming from. Listen to this episode so you can develop a system to track your revenue.

Want to skip ahead? Episode Highlights

- [01:17] Track your revenue because it shifts and take a step back to evaluate changes.
- [02:42] Look at the totality of your abundance.
- [04:23] What's the goal?

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.

Today's episode is an excerpt from our last FLOW event. Our FLOW events are created to teach you how to love your numbers and to support you with the systems you need, so that growing your business doesn't have to be so hard.

We'd love to have you come play with us at the next event. So, visit us online at LimitlessWomen.com/flow to learn details of what we've got coming up. I look forward to seeing you there.

[Laura Gisborne] All right. The next exercise is your revenue tracker. Now, this is one of those forms, where I said you really want to have these forms. You want to use these forms. You want to continue to develop your own systems around this. If you are not, you know, wanting to use ours, that's fine. It doesn't hurt my feelings.



But, you do have to track your revenue and you have to know where your revenue is coming from. And that's a big one, that's a big important thing that happens because – or that you want to track because it shifts.

You may have a revenue stream in your business that's really strong at one point and then you may see that there's a call for another one and you're going to test-market that, right?

So, we test-marketed business school, it didn't just come out. We tested it in 2019, we ran a couple of people through it, and we ran an entire class through it with like 12 people in the next class. We have, you know, full class, 12 class – 12 people is a full class.

And then, we took a step back and we evaluated and we changed our platform, right? So, we really got a whole new platform, dah, dah, dah. So, it takes a little while to get it going, but we have now a – a Facebook marketing funnel that's driving just strictly to that revenue stream, because we have proof of concept that's working. People are doing well with it. We know it works and we can move forward.

So, what you're selling as I said earlier in the bottom line for us was we were just offering a one-year program and then, we had a request for a different thing. So, we started VIP Retreats and then we had a different request, we started the business school. Do you see what I'm saying?

So, know where your revenue is coming from and if you're narrow and deep and you've got just a few things, that's great. So, what I want you to do is take a little enough time here and look at where is your current revenue coming from.

Now, I would have made it aside here. Some of you have multiple businesses, I encourage you to consider the revenue that's coming through from other sources as part of your revenue, okay?

I want you just for the sake of this exercise just for today because you can play with it both ways, you can play with just what's coming out of one business and you need to know those numbers. But, I also want you to look at the totality of your abundance.

If you're receiving alimony, put it on here. If you are receiving, I don't know, checks from the IRS – what are those – they're sending out checks these days. I'm not getting it, I'm not qualified. But, you know, you put it down.



If you're receiving a retirement fund, put it down. You're receiving money from your investments, you're receiving money from your rental properties, put it down. Track your actual revenue.

And I'll tell you why. Every penny that comes in is worth celebrating. Every dollar that magically appears on your bank account or in your mailbox is worth giving thanks for.

So, let's put that in your revenue tracker with your current revenue. If you're in partnership with someone and their revenue is supplementing your revenue, great, put it down.

You're in the same household, you're allowed to hang out together and go to restaurants together even in the times of COVID, okay? That's part of what's coming in, write – write that down.

Is everybody okay with that? That's the first part of this exercise.

The next one is what's the goal? And, you know, the reason why I ask you to put in all the good stuff that's actually already happening is your goal is not necessarily to get rid of the others, the money that's coming in now. Your goal is to add onto that, right?

So, if you have an income stream that's coming in now and then you want to add to that, write that down in your goal.

We'll give you an example like a kind of cookie cutter amount of \$300,000 broken into little percentages of different streams for a coaching or consulting business. But, what I'm saying to you is that's just a model there for you.

So, what was your monthly business desire, right? The money that you wanted to have monthly. What does that look like annually, right? So, if it's \$8,333 a month, it's \$100,000 annually and break it up.

Here's the deal. It only hurts for a little bit. And what's great on the other side is that you can know where you are. We talked about this yesterday. In order for us to know where we're going, we have to know where we are. With me?

Wherever you are, you have sufficient enough to be on this telephone call in the conversation about your opportunities to develop and grow. That's a pretty blessed place to play.



[Laura Gisborne] Are you a woman business owner, who's great at what you do, but you're just not as far along as you'd like to be? Each month, I offer a handful of clarity calls to help women just like you. The purpose of these calls is to help you get clear about what your next best step is, so that you can begin to get the results you want and you deserve. There's no fee for the call, but I only offer a few each month. So, please visit me online at LimitlessWomen.com/apply to grab a spot for us right now. If you don't see any times available that work for you right now, please check back. We're always reloading my calendar and I would love to be able to support you. Visit me online at LimitlessWomen.com/apply and get a setup to chat today.

[MC] You've been listening to The Limitless Women Podcast, with your host Laura Gisborne. 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. Are you a Limitless Woman? This is your personal invitation to learn how you can join our online community, grow through our business school and play with us at our live events. Go to LimitlessWomen.com for all the details. That's LimitlessWomen.com. Thanks for joining us!