

MBS Connect | Tuesday, January 15, 2008

**JANUARY PROFESSIONAL DEVELOPMENT TELECLASS WITH MAIYA ROSE BENDA**

Time: 8:00 – 9:15pm **EST** / 7:00 – 8:15pm **CST** /

6:00 – 7:15pm **MST** / 5:00–6:15pm **PST**

*This is an interactive call, so bring your questions.*



## **Meaningful Streams of Income™**

Learn the 5 things you need to grow multiple streams of income...doing what you love...every day. Also, discover the 4 types of income (active, perpetual, leveraged, recurring) and why one of them is a must-have. You'll learn how real-life, spirit-minded business owners have branded their passionate purpose and make money even

while they sleep. (Yes, it feels good and it's easier than you think!)

Your Host is Maiya Rose Benda, Author, Business Coach and Consultant, "helping to grow the businesses that are changing (and healing) the world." Maiya Rose Benda is a Business Mentor, Coach, Publisher, Designer, Healing Artist, Wife and is the (very proud) Mother of four children ages 14, 11, 8, and 8. Maiya enjoys over 10 years of consulting, business mentoring, and design experience.

For the last 5 years, she has run her **Business Mentoring, Publishing, and Design Studio** partnering with her clients to create, market and showcase new programs, products and services.

Maiya's is the author of **Grow It!™: The \$1000 a Day Business Model**: 12 real-life, step-by-step solutions to Naturally Grow Your Business...faster, more easily and more profitably than you ever imagined.

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The money tree is from Microsoft® Clipart Collection



Why are you here? What do you want to learn tonight? How may I help you?

①

②

③

What is Meaningful Streams of Income™?

Your Passionate Purpose + \$1000 a Day Business Model = Meaningful Streams of Income Business

How will your business change if you grow meaningful streams of income™?

①

②

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What are the **5** things you need to grow multiple, meaningful streams of income...  
**doing what you love...every day?**

**1**

### Create Your Ideal Income Mix

Ingredients:

- Active Income
- Perpetual Income (passive)
- Leveraged Income
- Portfolio Income
- **Bonus Idea:** Recurring Income



Key: Your Income Mix must support the business you want AND the lifestyle you want to live.


**2**

**Open Your Store**

Ingredients:

- Sell Products that You Love
- Sell Other People's Programs and Services that You Love
- Affiliate programs and referral programs

Key: You'll have a Virtual Sales Team




**3**

**Leverage the Power of Groups**

Ingredients:

- Action groups, peer groups, mastermind groups and inner circles
- Workshops, teleclasses, telecourses, speaking events
- Membership sites, subscription sites, coaching clubs



Key: You make more each hour, helping more people.


**4**

**Transform Your Services into Products**

Ingredients:

- Books, Ebooks, Audio Courses, Card Sets, Artwork, basically anything you can imagine...
- Fastest way to create a product
- More about this on March 11, 2008

Key: Re-use, re-craft or leveraging the work you've already done to create a whole new series of products




**5**

**Teach Others to Do What You Do**

Ingredients:

- Licensing and certification programs
- Training schools and virtual universities



Key: People want to learn from someone who has done it before. Dare to share your experiences and successes.




## Your Ideal Income Mix

❖ *What percentage of your income today is Active Income? Perpetual Income? Leveraged Income? What percentages would you like to have tomorrow?*

	Definition	% Today	% Future
<b>Active Income</b>	<b>Hours Worked x Hourly Rate = Income.</b> This income is dependent on you and the number of hours you work. Includes hourly sessions, salary, tips, any time you have to actively participate to be paid.		
<b>Perpetual Income</b>	Income made when you do not actively participate or minimally participate. Examples are sales of a book, ebook, software, audio CD that is sold by yourself or others. Includes affiliate sales, online sales or royalties.		
<b>Leveraged Income</b>	Income earned 1) <b>leveraging</b> other peoples' <b>skills and talents</b> (like subcontracting or hiring employees) or 2) leveraging <b>time</b> like running groups, teleclasses and workshops or 3) leveraging skills/experience/information like creating a membership site, coaching club or virtual university.		
<b>Other Income:</b>	Other Income could be <b>portfolio</b> or <b>investment</b> income like real estate appreciation or income generating mutual funds. Or could be the \$10,000 check you receive each month from your rich uncle who adores you.		
Totals		100%	100%