

Where does your Money come from?

Let me ask you a question....

Why did you decide to go into business?

Let me tell you the answer...

Every one of us went into business to achieve a desired lifestyle.

That could mean more time, more wealth or more freedom.

However, as a business owner one of your biggest challenges is to balance the demands for a greater income (necessary to achieve your desired lifestyle) while trying to enjoy a quality of lifestyle.

So how do you solve this?

First let's look at the problems that cause this dilemma.

The first problem is thinking of money as a function of time. We have all heard the famous saying "Time = Money". Someone once said "Did you ever see a clock write out a cheque?"

So how did our minds get conditioned to think that money is function of time?

There are far more employed people in the world than employers. If your parents were employed, they would have traded their time for money. Anyone who has a job trades time for money. When you started your career you were probably paid by the hour. If you wanted extra money, you worked overtime.

Believing "time= money" has the consequence of impacting on your quality of life. Do you work harder to make more money, or do you work less so you can have a quality of life? The truth is neither. You can never achieve financial freedom (necessary for most people's desired lifestyle) trading money for time.

The second problem..... is the belief you need to be very busy to make money. If you are not doing something, you could be losing money.

This incorrect belief leads to an excessively busy life. This "busy ness" may lead to greater earnings but it erodes your time and since "your time" is an essential ingredient in a quality of life, you sacrifice your quality of life.

So where does your money come from?

"Systems = Money". Systems remove the dependency of **you** in your business and therefore shift your business from a **limited** earnings structure to an **unlimited** earnings structure.

Trade "you" for "systems". Then "you" could be swinging in your hammock sipping pina colada's, browsing your notebook screen to see how much money your "systems" are making you.

I hope you found this useful. Please feel free to forward it to a colleague or friend whom you believe may benefit from it.

I wish you all the very best in your business.

Michael Prasad



Business Development Programs

