

MODULE 2

**WINNING THE BATTLE WITH CASH**



# In This Lesson

What is the battle with cash?

Money Mindset

Breaking Parkinson's Law

Foundations of money management

Would you rather make \$100 or not lose \$100?

Publishing on different budgets





**WHAT IS THE BATTLE WITH CASH?**

# The Battle With Cash

Unless you come from riches, cash flow is a true battle every new entrepreneur will encounter and most likely struggle with. It's the battle of paying the bills and investing in your business.

**And that's okay! That's normal. That's expected.** You really have to understand that.

This lesson is about how to WIN that battle with cash flow and not wave the white flag and quit.

We say this because we hear it all the time: *"I can't get started because I don't have a lot of money."* It is an excuse that you make to genuinely convince yourself: "I can't take action."



# The Battle With Cash

**One of the great things about a publishing business is that it has a budget for everyone.** Even if you have no money to your name, I'm gonna show you how to stretch your dollar and publish books and audiobooks for almost no money.

The amount of money you have right now is not a static state, it is a dynamic state.

When there's a will, there's a way. When there's no will, there's no way. Will things be easy? No.



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*Rosario Marin*

Treasurer of the United States.

SERIES  
2003

H 12

*John*  
Secretary

**MONEY MINDSET**



FRANKLIN

ONE HUNDRED

ONE HUNDRED

FEDERAL RESERVE NOTE

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I CAN'T vs HOW CAN I?



ONE HUNDRED

FRANKLIN

# Money Mindset

I can't... build my publishing business because I don't have the money.  
lose weight because of my metabolism.  
quit smoking because [scapegoat].

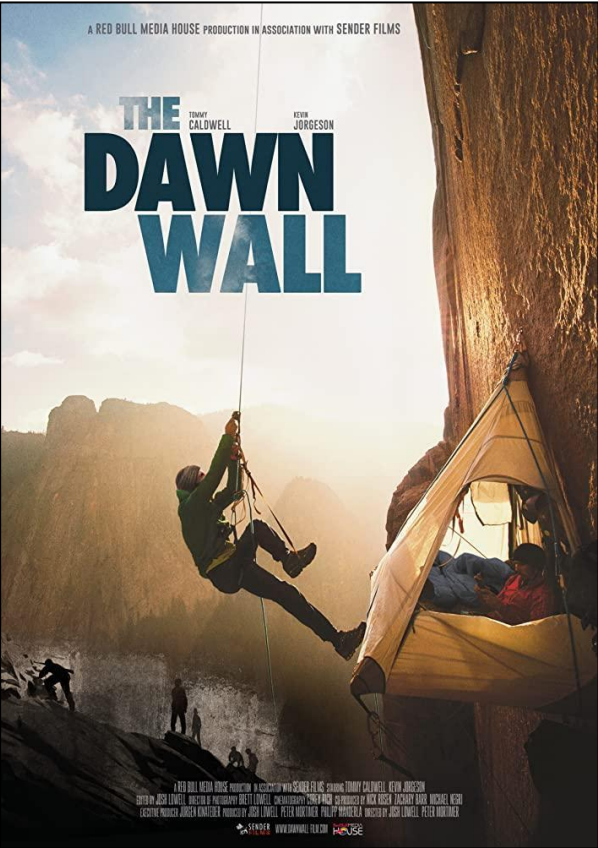
**Outcome: No action, problem persists indefinitely.**

How can I... build my publishing business even though I don't have much money?  
lose weight even though I have slow metabolism?  
quit smoking even though [scapegoat]?

**Outcome: Find solution, ask people how and they give more solutions, solve your problem and change your life forever.**



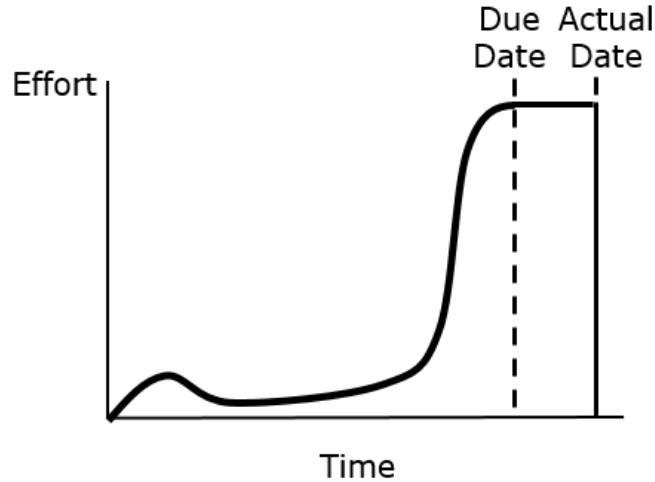






**BREAKING PARKINSON'S LAW**

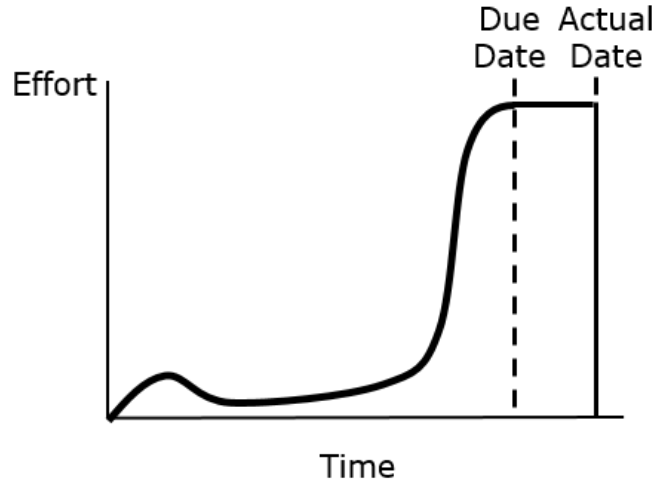
# What Is Parkinson's Law?



*"Work expands so as to fill the time available for its completion." - C.N. Parkinson*



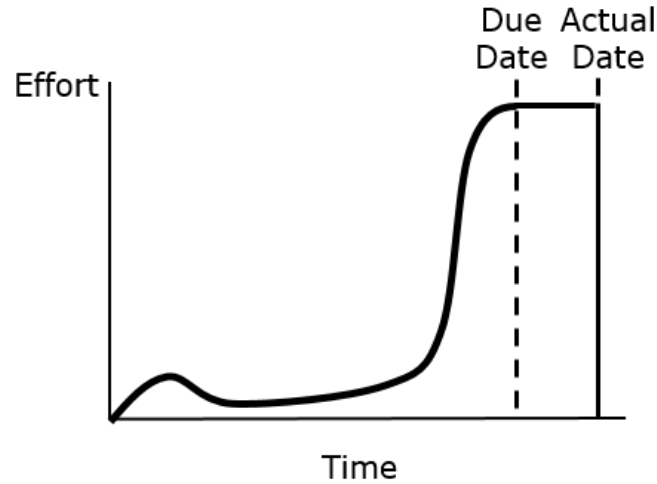
# What Is Parkinson's Law?



*"Your lifestyle expenses increase so as to use up the income available."*



# What Is Parkinson's Law?



*It is human nature to use the resources available to you.*



# Breaking Parkinson's Law

Parkinson's Law is one of the most important laws of money and wealth accumulation and it explains why most people retire poor.

Many people are earning today several times more than what they were earning at their first jobs. However, somehow, they splurge all their money. So financially, they end up no better off. It's no wonder 70% of Americans live paycheck to paycheck. It's natural human behavior.

Making more money doesn't solve your cash flow problems.



# Parkinson's Law Is In Effect Until You Break It



Why? Because he has the available resources.

# How Do You Break Parkinson's Law?

You must make your unconscious spending behaviors conscious and resist the urge to spend money just because you have it. You must deliberate.

Save and invest because if you're not saving and investing, you're spending.

When saving becomes your default, you become "wired for wealth."





# FOUNDATIONS OF MONEY MANAGEMENT



# Money Management

The solution to *“I can’t build my business because I don’t have a lot of money”* is having more money.

Two methods that will create more money.

1. Increase the inflow of money (make more)
2. Decrease the outflow of money (spend less)



# Cash Reserve



**Make same**

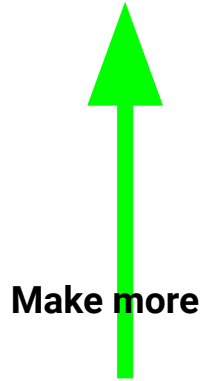


**Spend same**

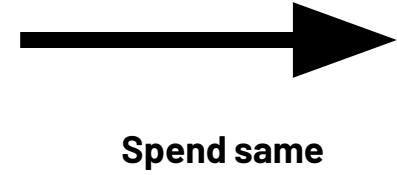
**\$10**



# Cash Reserve



**\$15**



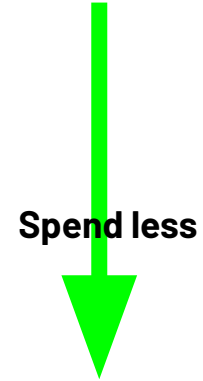
# Cash Reserve



**Make same**

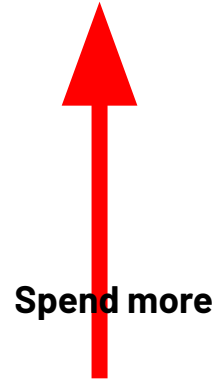
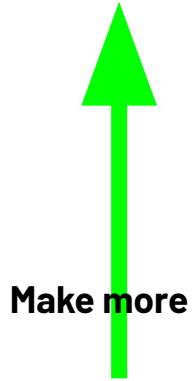


**\$15**



**Spend less**

# Cash Reserve



**\$10**



# Cash Reserve

**Make less**



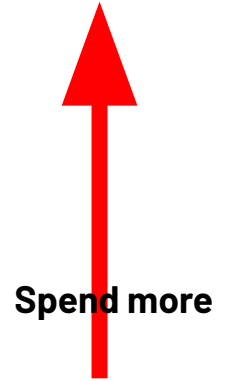
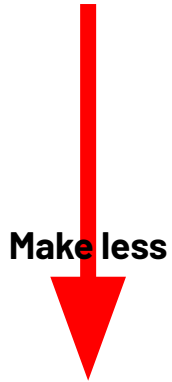
**Spend less**



**\$10**



# Cash Reserve

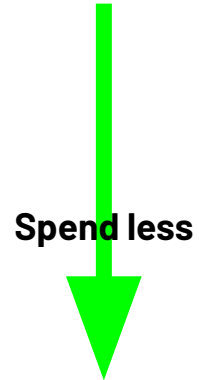
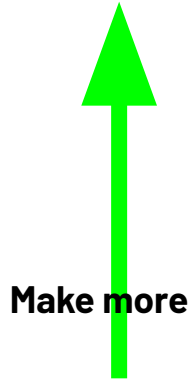


**\$5**





# Cash Reserve



**\$20**

# How To Make More

The only thing to say is you have to work more at your job or supplement your current job with another job.

You have no choice if you want to increase your income right now.



# How To Spend Less



*“\$1 saved is a \$1 earned.”*

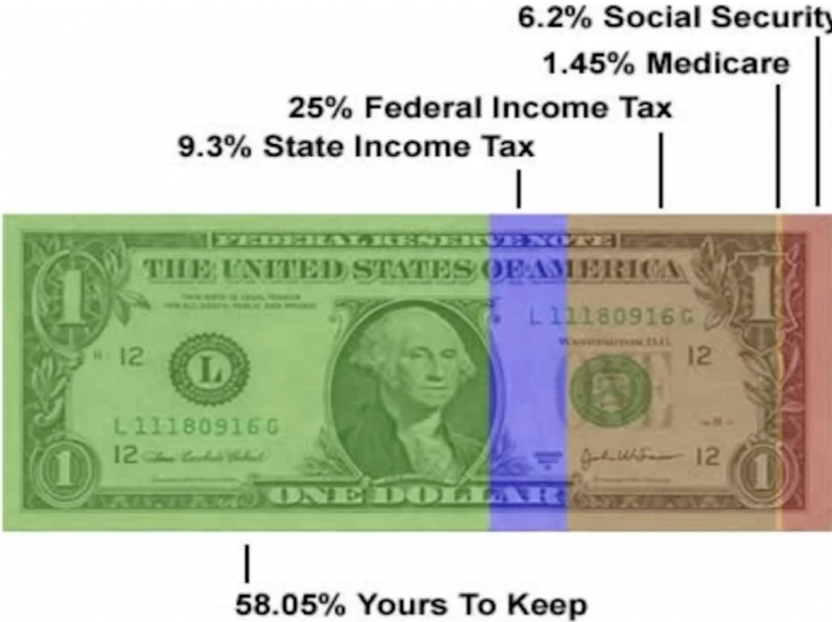


# How To Spend Less



*“\$1 saved is a \$1 earned.”*

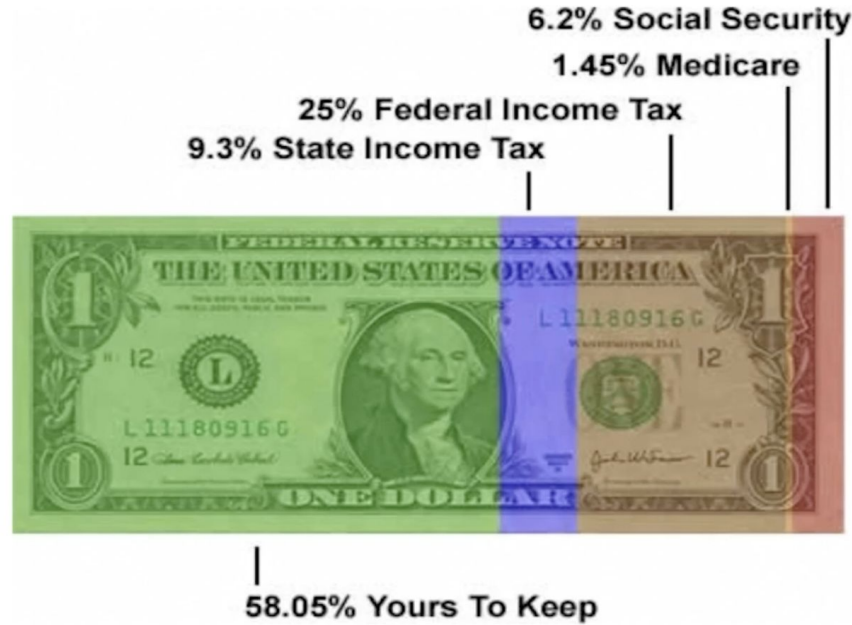






*“\$1 saved is a \$1.65 earned.”*





*“\$1 saved is a \$2 earned.”*



# How To Spend Less

**Spending less is a lot more powerful than making more so make it a priority.**

“What doesn’t get measured, doesn’t get managed.” A foundation of money management is tracking your expenses.

Track everything you spend for the next 3 months using the [AIA Funds Created Tracking Sheet](#). Don’t use paper cash because you can’t track it.

Essential (needs) vs. Non-essential (wants) spending.

We aren’t going to provide special financial guidelines to follow, just get your spending as low as you can by cutting off non-essential spending (temporarily) and lower essential spending where you can.

Learn to enjoy sacrifice.







**BY SAVING MONEY YOU CAN BECOME  
“WEALTHY” WHILE MAKING \$50K/YEAR**

A close-up photograph of a person's hands holding an open, empty black wallet. The wallet is held open, showing its interior compartments which are empty except for a few cards. The person is wearing a light-colored t-shirt and dark blue jeans. The background is a plain, light blue-grey color. The overall image has a semi-transparent dark overlay.

# **PUBLISHING ON DIFFERENT BUDGETS**

# Community Suggestion



**Peter Iláš** Expenses: I would suggest you say how much does a book really cost. You may show 3 quality categories (low/mid/high) for writing, cover and narrating. Then you can add optional additions like outline creation, editing/proofreading, book description, bundle cover cost. Plus how much are one-off payments (KDSpy and other toys) and how much are monthly costs of recommended tools (AC, BookSprout, Grammarly but paid in advance...).

Timing: How long does it normally take for a beginner to create everything, from keyword searches until publishing KDP and ACX, including the approval process.

Revenue: Once books start selling, when they can expect cash receipts.

Love · Reply · 2w · Edited



# Publishing On Different Budgets

A publishing budget is not a one size fits all but, the bigger the budget, the bigger an advantage you have. The only way to publish is either pay someone to do the task for you or do it yourself.

**Broke:** \$100

**Small budget:** \$1,000

**Medium budget:** \$3,000 - \$5,000

**High budget:** \$10,000+

**No budget:** No budget



# Writing

Biggest expense in your publishing business.

**Broke:** Write yourself (\$50)

**Small budget:** 15k word books with TUW or Upwork (\$300)

- It's not 30k or nothing

**Medium budget:** 30k word books with TUW or Upwork (\$600)

**High budget:** 30k word books with TUW or Upwork (\$600)

**No budget:** 30k word books from Upwork (\$1000+)



# Book Cover

**Broke:** Design yourself on Canva (\$0)

**Small budget:** Fiverr (\$20)

**Medium budget:** Fiverr (\$20)

**High budget:** TUW or 100 covers (\$69-\$100)

**No budget:** 99 Designs (\$299)



# Audiobook Narration

Only narrate yourself if you have voice actor experience.

**Broke:** Royalty Share (\$50)

**Small budget:** New ACX Narrator (\$50 PFH)

**Medium budget:** Good ACx Narrator (\$75 PFH)

**High budget:** Great ACX Narrator (\$150 PFH)

**No budget:** Best ACX Narrator (\$500+ PFH)



# Formatting

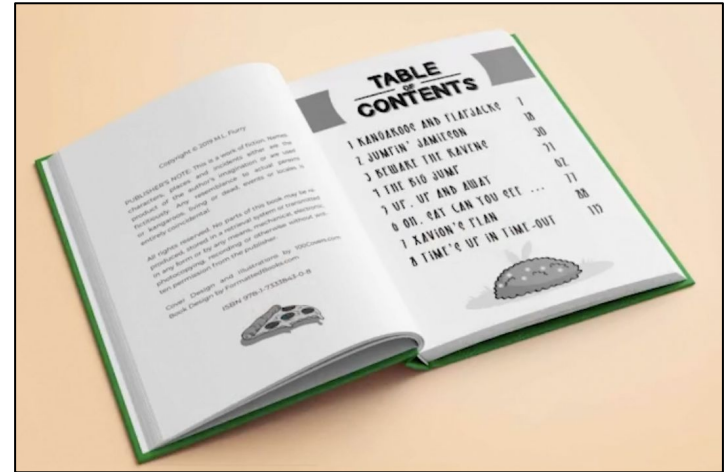
**Broke:** Do it yourself (\$0)

**Small budget:** Fiverr or do it yourself (\$20)

**Medium budget:** Fiverr (\$20)

**High budget:** Vellum (\$249) or Ed's Ultimate Book Formatting Service (\$50 - \$70 per book)

**No budget:** Formatted Books (\$200 per book) [See here](#)





# Book Description

**Broke:** Do it yourself (\$0)

**Small budget:** Do it yourself (\$0)

**Medium budget:** Do it yourself (\$0)

**High budget:** Best Selling Book Descriptions service (\$67)

**No budget:** Best Selling Book Descriptions service (\$67)



**BESTSELLING BOOK**  
D E S C R I P T I O N S



# Proofreading/Editing

**Broke:** Do it yourself (\$0)

**Small budget:** Do it yourself (\$0)

**Medium budget:** Do it yourself (\$0)

**High budget:** Eagle Eye Proofreading (\$7/1000 words) + Do it yourself

**No budget:** Eagle Eye Proofreading (\$7/1000 words) + Do it yourself



# Software

We use softwares to save us time and make us money.

**Broke:** Activecampaign (\$9/month), BookFunnel (\$10/month)

**Small budget:** As above + KDSPY/Sleeker Pro (\$47)

**Medium budget:** As above + Woobox (\$37/month),  
PublisherRocket (\$97)

**High budget:** As above

**No budget:** As above + ClickFunnels (\$97/month)



# Amazon Ads

Not required but they will put the rocket boosters on your books.

**Broke:** No ads (\$0/month)

**Small budget:** \$100 - \$200/month

**Medium budget:** \$500/month

**High budget:** \$1000 - \$2000/month

**No budget:** As much as you can profitably spend (\$10,000 - 100k/month)



# Overview Of Every Publishing Style

**Broke:** Only expenses are Activecampaign at \$9/month and BookFunnel at \$10/month.

**Small budget:** Start with 15k word books and do a lot of the work yourself.

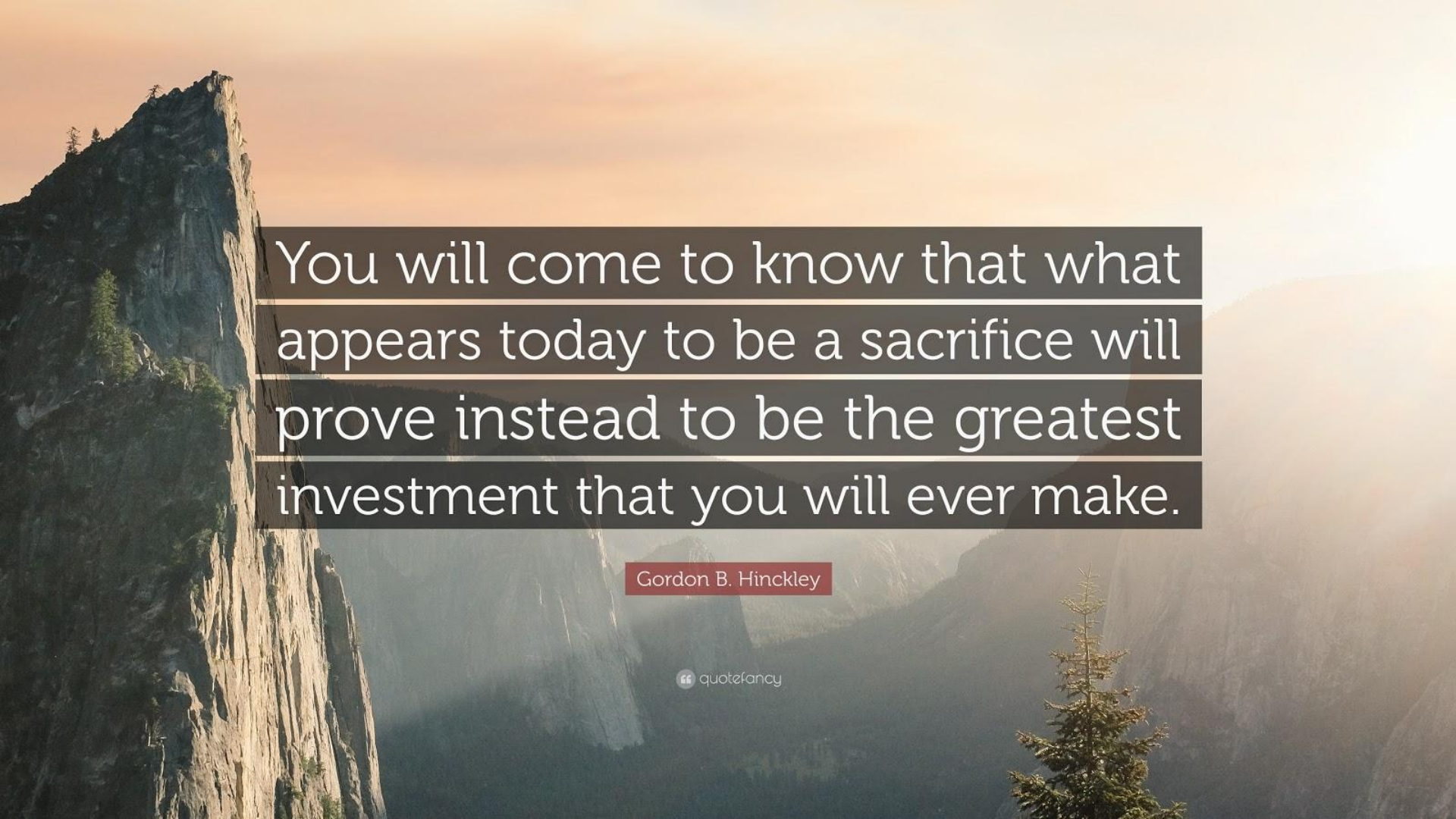
**Medium budget:** Outsource to professionals + do some work yourself.

**High budget:** Outsource everything.

**No budget:** Pay whoever whatever they need to do the best job possible.

Rich people spend their money on investments. Poor people shy away from investments so they can spend their money.





You will come to know that what appears today to be a sacrifice will prove instead to be the greatest investment that you will ever make.

Gordon B. Hinckley