Break Free from the Feast or Famine Cycle

Are you struggling to break free from the feast or famine cycle in your business? If you’re ready to start seeing more consistent clients and cashflow, this action guide will help you start to take the steps towards more predictable profits.

In Feast Mode? Do This!

If you are currently in feast mode, you have clients in your calendar and cash flow coming in the door… but what you do right now will ensure that you don’t experience the famine mode when those clients move on.

1:: Get Support.

Get a virtual assistant. Find an intern. Find somebody who can start managing those administrative and operations level tasks that, honestly, the CEO of your business shouldn’t be spending their time and energy on. Even if you only need a couple of hours a week, you can find people and it will make such an impact.

Even if you’re convinced that you don’t need the extra help, you need to free up bandwidth in your calendar so that you can work on the other two actions that will help you move out of this feast of famine cycle for good. Get support.

2:: Manage Your Money.

It definitely does take money to make money. When you manage your money correctly, so much will start to happen. You’ll be able to set aside a cushion for the slow seasons in your business {because EVERY business has some seasonality - start paying attention and planning for it now}. You’ll be able to pay yourself a consistent paycheck. AND most importantly, you can reinvest back into your business!

For nearly every entrepreneur I work with, the most important investment they can make into their business is upgrading their business skills - especially marketing and sales.

3:: Continue Marketing Your Business.

Finally, continue marketing. This is that one action that will really start to transition you out of this feast or famine cycle. If you are marketing consistently that means that when
you wrap up with one client, you will start to have more potential clients actually ready and coming in the door.

IMPORTANT! Marketing is not something you can do once and then stop. It is the fuel that keeps your business running. Create a marketing strategy that continuously attracts, engages, and nurtures potential clients.

In Famine Mode? Do This!

If you are currently in famine mode, you’re in a slow period of your business. This period can actually be a blessing in disguise when you invest your time and energy into these two key activities::

1:: Double Down Your Marketing Efforts.

Here is the thing: Marketing is not a one-time activity. To get massive results in your business, the secret is a simple marketing system that works for your business 24/7/365. This is how you generate predictable profits.

This is a perfect time to create that system.

What does that system include? Inside Sweet Spot Strategy, I teach a 5 stage marketing system::

1) **Attract.** Get your business out in front of new people and potential clients! This stage is all about building awareness for your brand. It includes getting interviewed, press coverage, and contributing to other communities.

2) **Engage.** Build your database of potential clients so you can build that relationship.

3) **Nurture.** A potential client is interested enough in what you do to raise their hand and ask for more information. Give it to them! Share your best information, inspiration, and insights to help them see if you’re the perfect fit.

4) **Invite.** If you’re waiting for your dream clients to ask if they can work with you, you’re leaving money on the table. Have a clear plan to invite the right people to take the next step.

5) **Delight.** Possibly the most important element of a marketing strategy is understanding the customer experience. When you take amazing care of your peeps, they will return the favor with rave reviews, referrals, and repeat business.
Take these 5 steps and map out your marketing strategy!

Do the work in now, well in advance, so that when you do get busy, you have things batched up, stashed away, that you can then release over time so that you are consistently putting something out into the world to market your business.

2:: Get More Clients.

*First, establish a clear goal for your baseline revenue.*

Your baseline revenue is what you need to make each month in order to cover your business expenses and your personal paycheck.

If you are not exactly sure what your business expenses are or what your actual paycheck should be, this is a great time to sit down and just crunch some numbers or make a note to pull out your bank statements and see what your business costs.

Once you understand what that baseline revenue is, you can start to reverse engineer it and figure out how many clients you need to create that baseline revenue.

*Next, determine how many clients you require to create your baseline revenue.*

Determine how many clients you need in your calendar to achieve your baseline revenue. Instead of offering one-off one-time sessions (a huge red flag that you’re in the feast or famine cycle), consider these three approaches:

*The first is to consider engaging long-term clients,* especially if your work requires time to see meaningful change and see results. Developing longer term programs or packages not only helps your clients get the end results, but evens out your cashflow.

*The next is working with retainer clients.* Retainer clients are just a little bit different from long-term clients, simply because retainer clients tend to be set until you wrap up your time together. This is especially helpful if you happen to be a service provider who is doing done-for-you types of work.

*Finally, reengage former clients.* This is one of my favorite secrets because most people don’t think about inviting clients to continue working with them. Often, when somebody wraps up their work with you, it doesn’t mean that there is nothing else you can offer them. They are actually asking themselves, okay, what’s next? This is a perfect time to let them know what you recommend the next step be based on where they are and the support that they need moving forward.