

Fast Track Your Dream

# THE 10 STEPS

To Escaping  
the Job World  
and Creating  
the Life You  
Really Want

Personal Planner

[ChangingCourse.com](http://ChangingCourse.com)

**Excerpted From**

**The 10 Steps to  
Escaping the Job World  
And Creating the  
Life You *Really* Want  
Personal Planning Guide**

# Personal Planner

Version 1.1

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# EXCERPT FROM THE 10 STEPS TO ESCAPING THE JOB WORLD AND CREATING THE LIFE YOU REALLY WANT

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## STEP 5: GET INFORMED

### WORKSHEET: *Establishing Multiple Income Streams*

See if you can identify at least three income streams/profit centers that hold some potential for you. An income stream might be one or more side businesses (taking freelance translating jobs, pet sitting, selling a product or service you believe in, consulting, etc.). If you have an idea for an information product think about how you might expand on a basic eBook by up selling customers on a “premium” version that includes CDs, individual consulting, teleclasses or other value-added elements.

Also consider any income streams that are non-work related. Can you rent out your home while you’re on vacation or when a big event comes to town, set up a weekend bed and breakfast in your home, rent storage space or a bay in your garage, buy rental property, timeshare a boat, hold a flea market on your property, etc.

1.

2.

3.



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## STEP 5: GET INFORMED

### SAMPLE PLANNING SHEET: *Estimating Potential Earnings*

Shirika loves dogs. Her goal is to ultimately earn \$50,000 a year from four different income streams: 1) Warm water massage therapy for older or injured dogs, 2) pet sitting, 3) putting on “barkday parties” for dogs and their owners, and 4) renting the extra space in her garage to apartment dwellers with no garage or storage space.

There are lots of ways Shirika can “slice and dice” the numbers. She can try to bring in \$12,500 from each, she can look to earn \$20,000 from one, \$20,000 from another, and \$5,000 each from the other two, or she can come up with any combination that adds up to \$50,000. Here are some initial projections

#### *Income Stream 1: Warm water therapy*

Goal: \$30,000

Priced @ \$60 per session

She would need 500 appointments per year

Which is 41.7 per month, 9.6 a week, or 1.37 a day

Do the price and the number of appointments per week/day seem realistic?

If no, adjust by either changing the price or the goal and re-run the

numbers. If yes, she could shoot for four appointments a weekday which could generate the full \$60,000.

#### *Income Stream 2: Pet walking/sitting and boarding several dogs at her house*

Goal: \$13,500

Pet walking @ \$12 per walk @ 4 walks day/20 per week = \$240

Boarding @ \$30 day @ 2 clients day/5 week = \$300

Weekly Total = \$540

*Reality check:* Expect to average 25 weeks of work a year

Does this seem realistic? If no, adjust if necessary by either changing the price or the goal and re-run the numbers

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## STEP 5: GET INFORMED

SAMPLE PLANNING SHEET: *Estimating Potential Earnings (continued)*

*Income Stream 3: Host "Barkday Parties" for dogs and their owners*

Goal: \$5,000

Charge \$20 per guest with 10 guests at each party = \$200

Estimated per guest profit \$12 = \$120 per party

Needs to put on 41.6 parties a year

Which is .8 a week

Does this seem realistic? If no, adjust if necessary by either changing the goal and/or raising the price and lowering expenses, hosting bigger parties and re-run the numbers

*Income Stream 4: Rent second car bay in her garage for another car or other storage*

Goal: \$1,500

Rent for \$125 a month

Does this seem realistic? If no, adjust if necessary by either changing the price or the goal and re-run the numbers

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## STEP 5: GET INFORMED

### PLANNING SHEET: *Estimating Potential Earnings*

Now it's your turn to estimate your potential earnings from each income stream:

*Income Stream 1:*

---

Goal \$

*Income Stream 2:*

---

Goal \$

*Income Stream 3:*

---

Goal \$

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## STEP 5: GET INFORMED

### WORKSHEET: *What Information Do I Need?*

Before you can put your ideas into action, you'll need to start gathering more specific information. Use this worksheet to determine what information you need to gather.

What kind of information, resources, or advice do I need to act on any of these income streams or to otherwise advance my dream?

What don't I know how to do (e.g., accept credit cards, set up a web site, search a patent, get a book published, write a business plan) or do I need to work on? (e.g., marketing/self-promotion, public speaking, writing, etc.)

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## STEP 5: GET INFORMED

### PLANNING SHEET: *Information Gathering*

Based on your responses to the above two worksheets, use this space to formulate five questions you need answered in order to advance your dream noting where you will look for the answers. Information sources include your local library (reference librarians are eager to help you track down hard to find information), industry or professional trade associations, talking to others who have done “it,” reading how-to books, subscribing to special interest magazines, adult education or other classes, the Internet, free resources like the Small Business Administration (SBA), the Community Development Corporation (CDC), and other government programs designed to assist small business owners.

*Question 1:*

Possible sources of information:

*Question 2:*

Possible sources of information:

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## STEP 5: GET INFORMED

### PLANNING SHEET: *Information Gathering (continued)*

*Question 3:*

Possible sources of information:

*Question 4:*

Possible sources of information:

*Question 5:*

Possible sources of information:

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