



KAREN RUSSO



Money Momentum Coach

Money Loves Rhythm: Weekly Practices to Stay Focused and Resilient

Arizona Commerce Authority Small Business Bootcamp and Resource Collective
Presentation by Karen Russo

December 2020

www.TheMoneyKeys.com

www.Facebook.com/TheMoneyKeys

Growing Your Business

- Money Purpose
- Business Goals: Track Process and Results
- Rhythm Creates Results
- Money Monday: Give for Focus
- Faithful Friday: Receive for Resilience

“What’s the Money *For*?”

Money Purpose

- Purpose: Vision, Intention, Service
- Money: Connects, Fuels, Supports that Purpose



Money Purpose Statement (sample)

PURPOSE

“Holistic Healing guides clients in achieving and sustaining healthy recovery from sports injuries.

MONEY:

comes in generously as consistent revenue,
flows out in wise streamlined expenses, and
grows to fund marketing for more reach in the coming year.”

Business Model: Solve Problems. Make Profit.

Your Purpose/ Values/ Brand

Solve a
Problem for \$

Market:
Attract Ideal
Prospects

Sell: Convert
Prospects to
Clients

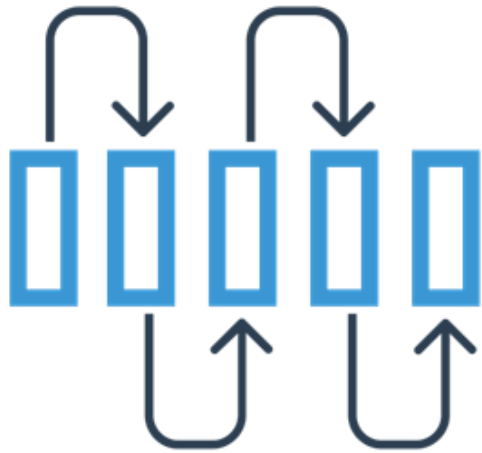
Deliver at
Margins with
Profit

Foundation: Legal, Financial, Operations, Technology

Money and Business Goals

1. Increase Income
2. Decrease Expense
3. Launch Profitably
4. Improve Systems
5. Complete Projects

Track Process *and* Results Measures



Process: # of action, event, quantity, frequency DURING a time period



Result: \$ or # at END

“Money loves rhythm.”

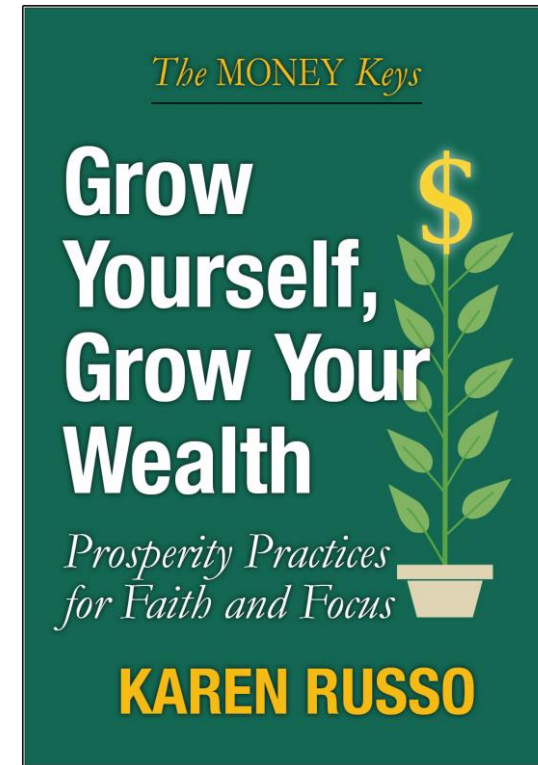
Rhythm → Circulation → Results



**“Money loves rhythm.
Lead your business growth through
action *and* awareness.”**

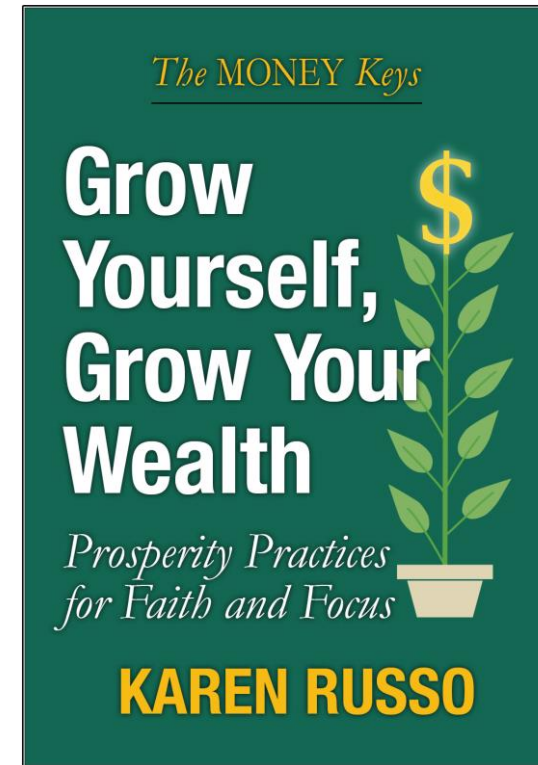
2 Weekly Money Practices

- Money Monday → Give
- Faithful Friday → Receive



2 Weekly Money Practices

➤ Money Monday → Give



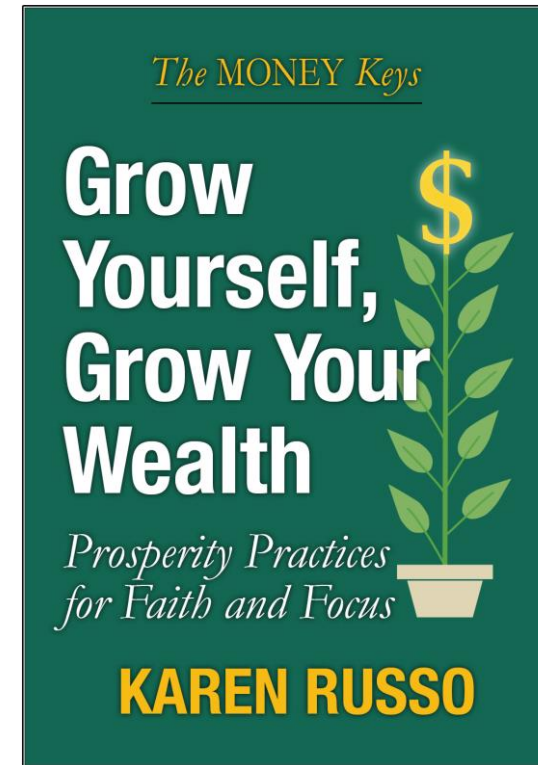
Money Monday: Give for FOCUS

- Give Money \$
 - Tithe = 10%
 - Give To Inspiration *From* Connection
- Give Attention
 - Money Purpose Statement
 - Financial Management
 - Specific Money Goals
 - 2-3 Most Leveraged Actions



2 Weekly Money Practices

➤ Faithful Friday → Receive



Faithful Friday: Receive for RESILIENCE

- Don't Skimp on Receiving!
- Receive Support
 - 'How am I / are we being supported?'
- Receive Results
 - 'How are my/ our money goals happening now?'



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Thank You—Let's Stay Connected!

4-Part Video Training for Money Leadership:

**‘Unconscious Money Mistakes Business Owners Make
that Keep Them Overwhelmed and Underearning’**

www.UnconsciousMoneyMistakes.com

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