

# The Money Map. Why most people are flat broke and what to do about it.

By Bart Baggett



*The trouble with the rat race is that  
even if you win, you're still a rat.*

- Lily Tomlin

End the rat race. Build a Career

# Most People Current Wealth Plan

## I Trade TIME for MONEY

- I have \_\_\_\_ hours a month to work.
- I'll work for \_\_\_\_ customers for \_\_\_\_\_ amount of money.
- I'll get wealthy saving \_\_\_\_ percent of my income and retire happy.
- Then, I'll go on \_\_\_\_\_. Spend time with my \_\_\_\_\_. And, buy that \_\_\_\_\_ I've always wanted.
- This plan rarely works. In fact, it's stupid.

## Entrepreneur Mindset Wealth Plan

- I allocate \_\_\_\_ hours a month to work.
- I'll work for \_\_\_\_ customer for \_\_\_\_\_ amount of money.
- I'll build my work schedule around my \_\_\_\_\_.
- When I need more money, I will go \_\_\_\_\_ to another \_\_\_\_\_.
- I get paid based on \_\_\_\_\_ not \_\_\_\_\_.

# Entrepreneur Mindset Wealth Plan

- I have 160 hours a month to work.
- I'll work for \_\_20\_\_ customer for  
\_\_\_\$10,000/m\_\_\_\_\_ amount of money.
- I'll build my work schedule around my  
\_\_\_lifestyle\_\_\_\_\_.
- When I need more money, I will go \_\_sell \_\_\_\_\_  
\_\_something\_\_\_ to another \_\_customer\_\_\_.
- I get paid based on \_\_RESULTS\_\_\_\_\_ not \_TIME\_\_.

## What is the value of your time?

- Do you sell your time by the month or by the hour?
- Do you sell your time by the result?
- Your income is in direct proportion to the value you create for the person who pays you money. How many customers do you have now?
- Your wealth is a direct result of how you invest the money you get paid. (Residual)

# What is the value of your time?

- What is an acceptable hourly rate?
  - \$100 Per Hour
  - \$25 Per Hour
  - \$500 Per Hour
  - \$1000 Per Hour
  - I don't get paid by the hour, I get paid on results.

## Case Studies

- **FACEBOOK: Mark Zuckerberg / Billionaire**

- Enrolled the public to trust his platform.
- Enrolled investors into Facebook.
- Enrolled employees to work for FB
- Enrolled the public to buy stock
- Enrolled advertisers to buy ads

- **School Teacher: \$38,000 year**

- Enrolled one administrator to hire her one time (1 time in 10 years).
- Works based on time, not result

- **Tony Robbins / Billionaire**

- Probably the world's highest paid teacher.
- Enrolled millions into buying his TV program
- Enrolled thousands into attending his seminars.
- Enrolled a few into coaching for 1 Million dollars per year. Invested wisely.

# Case Studies –What if my business is different?

## **Disrupt an entire industry.**

In 2000, all Forensic Document Examiners charged by the hour based on an upfront retainer. \$1200 retainer @ \$200 per hour

Flat Rate Pricing. \$1200 per Q document.

Result: \$10,000 - \$30,000 per month in Revenue.

Average earnings exceed \$500 per hour based on time worked (not billed)  
\$500 per hour is still outrageous on the rate card . FYI

## Breakthrough Question

How can you break the time for money trap?

Stop thinking like an employee and start thinking like a business owner.

# 3 Part Money Map

1. New Leads
2. Quality Offer
3. The Enrollment Skill

## How Much Money Do you Want to Make?

Your income is a direct result  
of how many enrollments  
you make.

Good News. All three of these steps can be  
automated and you can have your freedom.

Example: Amazon.com products  
Evergreen Webinars and courses  
Books / royalties  
Sales team and TV commercials

# 3 Part Money Map

Bad News. The big money will go to the person who masters these 3 parts and owns the “system”.

Can you create a flood of qualified leads?  
Do you have a high value offer people want?  
Can you enroll effectively?

## Why You Are Broke.

If you (or your client) is broke, then one of these parts is broken. Period.

School Teacher. No high value offer. Not enough leads and prospects. Unable to enroll people into paying her/ him more.

If you (or your client) is broke, then one of these parts is broken. Period.

Dry Cleaner. Not enough new and returning customers. Trading time for money.

Solution: More leads, more customers, hire people to give her freedom from hourly work.

# Get Out of the Rat Race.

Unless you are making an ungodly per hour wage, you must find a “entrepreneurial mindset career” where you make an offer and get paid on results.

Example:

- Coaching private clients
- Paid public speaking / Training in groups.
- Sales

Think like a business owner.

Not an employee

Assignment.

Which of the three parts do you need help?

Where can you get help to start that change in the next 30 days?

Are you willing to put in the effort to make this happen?



Want some help from Bart Baggett?

Submit an application for Bart's private coaching program for speakers, authors, or business owners.



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