

# JAMES SCHRAMKO

## 6 Steps to Earning More Money for Your Wealth-Building Plans

A lot of business owners would like to be building wealth. The problem? They feel they don't earn enough to make investments. Full Stack Business Owner's Charley Valher proposes a six-step process to fix that.

### **1. Get uncomfortable**

Many people reach a certain level of income and plateau. They become comfortable with their earnings and feel no need to push harder.

If this is you, what you need is something to shake you out of your comfort zone. For some people, this is the arrival of a new child. It can also be the influence of your peer circle, or new goals, like to be able to invest in wealth-building options.

### **2. Set targets**

What exactly are you aiming for? Get specific. A spreadsheet can be a big help here. If you're earning a certain amount, how much more do you need to earn?

### **3. Tracking**

Flying blind is no way to become wealthy. It is not even the way to run a business. Stay up-to-date on your P&L. Know just how near or how far you are to reaching your goals. Track the non-financial metrics as well that are indicators of your business success: email list, site visits, podcast downloads and the like.

### **4. Create the business model**

Before you ramp up marketing in a bid to earn more, consider, is your business model built for more leads and sales? James Schramko suggests: data, decisions, do. Get the relevant data, make decisions based on that, then take action. You may find you need a whole new business model before bringing in those sales.

### **5. Accountability**

When you bring someone else in on your income goals, whether that be a mentor or a peer, it's much harder to flake out on meeting those goals. That said, if you want to succeed in business or wealth-building, you also must be accountable for that success.

### **6. Repeat**

All this is not a one-time thing. Once you reach a certain income level, it's only some time till you become comfortable again. So then you have to actively become uncomfortable, and repeat the entire process.

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