



4-HOUR FREEDOM KIT

Make Money from Home



*Without Feeling
Overwhelmed,
Getting Stuck, or
Wasting Time.*

**...IN LESS THAN
4 HOURS!**

Congratulations, Mama!
You're officially on the way to living a life of wealth and freedom !

This plan is going to help you align your dreams with action. You don't need to know all the specifics yet... Simply get started and the rest will follow! If you know you want to be your own boss and make money from home, you're in the right place. Just follow the plan.

First, let's talk about freedom.

First things first, It's awesome to have financial freedom, but we're after freedom in all areas of your life. If you have absolute freedom and are living in total abundance, what would your life look like in all SIX PILLARS? That's what we're going to dive into on the next page.



FORTRESS:

The Fortress Pillar is your home and how you manage it.

FITNESS:

The Fitness Pillar is your body, strength, energy, and disease resistance.

FINANCE:

The Finance Pillar is your cash flow and wealth creation.

FAMILY:

The Family Pillar is your marriage and the relationship with your kids.

FREEDOM:

The Freedom Pillar is your emotions and overall joy and resiliency.

FAITH:

The Faith Pillar is your spirituality and relationship with God.





Write down what TOTAL FREEDOM and ABUNDANCE would look like in each of the 6 PILLARS.

fortress.

fitness.

finance.

family.

freedom.

faith.



Now... Let's talk about your



It is important to know that motherhood doesn't mean you have to put your dreams aside. In fact, motherhood can enhance your dreams! Let's get started...

LIST 4 THINGS YOU ARE DREAMING FOR...

What do you want more of in life? More time? More money? More freedom?

What is something you love to do? Something you are truly good at & enjoy?

What are you dreaming for in your life? There are no wrong answers!



Once you figure out your goals, it's important to get specific with what you need to get there.





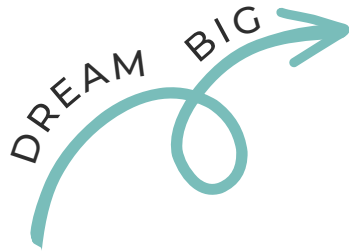
GET VISUAL

In the space below, write down your ideal revenue goal

Rather than thinking long-term goals, let's start with the first few months. What would you like to see coming in every month within the year?

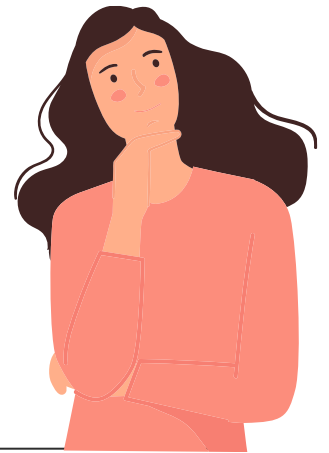
3 months from now, what would you like to see in your account because of what you do & your services?

		000
		Date _____
Pay To The Order Of	_____ \$	<input type="text"/>
		_____ Dollars
: 000000000 : 0000000000000 - 0000		



THINK BIGGER

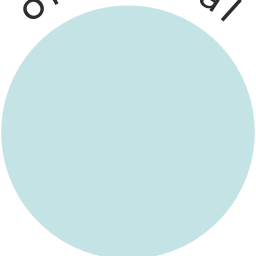
Great! Now that we're dreaming, let's take it a step further. Use the space below to dream up some more numbers. Do you want to see this monthly grow? By how much?



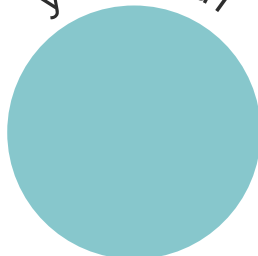
WRITE IT DOWN

Write down your dream annual revenue...

okay goal



yay goal



hooray goal



it is important to share your goals with an accountability buddy. By signing and dating below, you are making an agreement to share your goals with her!

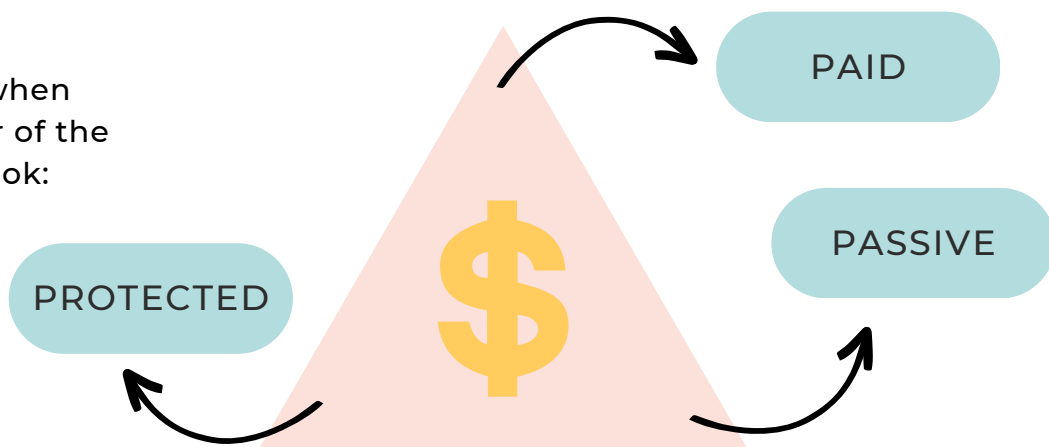
NAME

DATE

Now that you've started dreaming, let's start making those dreams happen...

The Freedom Triad

Unlimited income (and freedom) only happens when you leverage each corner of the Freedom Triad. Take a look:



Paid—This is the money that comes from your paycheck (or your husband's). It is the financial exchange for services rendered. This is typically the salary of an employee. This is often the beginner's income stream, but it should eventually become your smallest income stream.

Do you (or your husband) get a paycheck? Write down your monthly Paid income:

Passive—This is the money that comes from your money. It is the residual income that you make from putting money into assets, such as real estate, the stock market, or other investments. If you're new to this, no problem. I'll show you how to get started before you go to bed tonight.

Do you earn money from investments? Write down your monthly Passive income:

Protected—This is the money you keep, that you would normally have to pay in taxes. This is the Big Mama of secret strategies, but it's actually the easiest to execute. It's just not taught to moms like you and me (until now). So no worries if it's zero. Again, just stick with me.

YAY!



What expenses do you deduct from your income? Write down your monthly Protected Income:

The moment you file a business, you are able to write off a lot of your expenses. When you deduct an expense from your tax return, you're lowering your taxable income and reducing your tax liability. In doing so, you're reducing the amount you owe to the government each year which means you have more money. It's like giving your family a nice, big, fat, juicy raise!



Here's one of the coolest part of this Freedom Kit...

I'm going to walk you step-by-step through the process of activating the entire Wealth Triad so you can start creating financial and emotional freedom TODAY!

First let's get your Protected Income in place. . .

Think about which personal expenses you could move over to the business category. Here's a good way to think about it. According to the IRS, a business expenses is any expense that is "ordinary and necessary" for your business to function.

10 COMMON BIZ EXPENSES

1. Start-Up Costs (*like this business kit*).
2. Phone
3. Home Office
4. Travel Expenses
5. Health Insurance
6. Education and Training
7. Entertainment
8. Food
9. Media
10. Car



Now, let's start doing some math. How many personal expenses can you move over to the business category? Write down a quick list of your monthly expenses under the "Personal" category. How many of them—or what percentage—can you move over to the "Business" category?

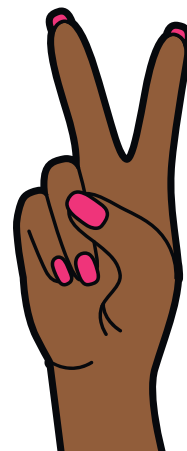
PERSONAL	

BUSINESS	

How much money could you potentially deduct from your taxes?

Write the total estimate of your business expenses: _____

You can lower your taxable income by that amount! Isn't that amazing? It's never been easier to give your family more money, and more freedom! And we're going to do that by completing this Freedom Kit!



So, let's keep going...

**GET MY
NAME**

POSTED

**GET MY
WEBSITE**

POSTED

**FILE MY
CORPORATION**

POSTED

**GET MY
TAX
NUMBER**

POSTED

**GET MY
BIZ
LICENSE**

POSTED

**GET MY
BANK
ACCOUNT**

POSTED

**SET UP MY
ACCOUNTING**

POSTED

**GET MY BIZ
INSURANCE**

POSTED

Get 8 POST-ITS and fill each one with the 1 of the 8 topics posted on this page. Check off "POSTED" when you have each POST-IT filled out and on your wall!



The 8 POST-ITS are the 8 steps you need to take to get your business off on the right foot. Once your POST-ITS are filled out, place them on a wall in the room you do most of your work! Office, bedroom, dining room, whatever!

RULE: You can only take the POST-IT down when you have completed the step!



YOUR BRAND

During this phase, you are going to give birth to your business. And I promise... It's way easier than labor. Remember your goals and make sure your Ideas are aligning with what those goals are!

**PHASE
1**

ESTIMATED TIME: 30 MINUTES



**"GET MY
NAME"**

POST-IT #1



Decide what your company name will be. Your company name and your DBA name can be the same, or different. DBA stands for “Doing Business As.” For example, my company name and my DBA is the same—“Team Keeley.” That means all transactions go through the name, “Team Keeley.” I could have “Team Keeley” as my company name, and then my coaching business could have the DBA of “Hannah Keeley Coaching.” But for simplicity (and I like to keep it simple), it all goes through “Team Keeley.” I can always put “Hannah Keeley Coaching” on forms and websites, so I’m not limited in any way. But all transactions flow through the company name.

In no more than 15 minutes, decide on your company name. And keep it broad, so you’re not limited. I chose “Team Keeley,” and underneath that I can do my private coaching, my coach training program, my mom coaching membership site, and even my affiliate programs. When you decide on your company name, write it below and then take down the Post-It Note that says “GET MY NAME,” crumble it up, throw it away, and do a happy dance.

**MY COMPANY
NAME IS...**

YOUR BRAND

Keep It up, mama! You are on a role! Now let's get our next post-it off that wall.. You got this!

**PHASE
1**

ESTIMATED TIME: 30 MINUTES



"GET MY WEBSITE"

POST-IT #2

Now it's time to stack your claim to your part of the internet universe, and grab your domain! Ideally, your name should be your website. However, if your name is taken, then just choose a simple adaptation of your name. For example, if HannahKeeley.com was taken, I may just choose HannahKeeleyCoaching.com. In no more than 15 minutes, decide on your url (which stands for "Uniform Resource Locator," FYI). Don't spend a lot of time or energy on this. Get your name. If you search it and it's not available, get a close adaptation. You can use any of the following to secure your name *(and it's usually under \$10, sometimes for a first purchase, it would be as low as \$1.99)*

www.domain.com

www.godaddy.com

www.hostgator.com

www.name.com

**MY WEBSITE
IS...**

When you secure your website, write it below and then take down the Post-It Note that says "GET MY WEBSITE," crumble it up, throw it away, and do a happy dance.

YOUR BUSINESS

PHASE 2

During this phase, you are going to get professional with your business and make it too legit to quit. This means you have to make it recognizable as a separate entity.

ESTIMATED TIME: 75 MINUTES



"FILE MY CORPORATION"

POST-IT #3

This is the part that trips up most people. I paid \$2,000 to have my company incorporated, and realized later I could have done it for less than \$120. Unfortunately, a lot of lawyers and businesses prey on people's ignorance regarding corporate law, and use it to pad their wallets. Not here, honey! We're going to get it done on the cheap.

But why incorporate? This is really important that you understand this. By incorporating your business, you are creating a legal entity, other than yourself. Having a corporation not only protects

~~\$2,000~~ \$120

your assets, but it also gives you a method of retaining more money by claiming more tax deductions. So, in summary—incorporate your business!

The next part that confuses people after they decide to incorporate, is what type of corporate structure should they choose—C Corp? S Corp? LLC Corp? Now, you are responsible to do your own research, but in the spirit of keeping everything super simple, if you are making less than \$1 million, an LLC (Limited Liability Corporation) should suffice.

There are certain state filing fees that cannot be avoided, so find the service that can keep it at minimal cost.

www.incfile.com

www.llcuniversity.com

When you incorporate your company, check it off, and take down the Post-It Note that says "FILE MY CORPORATION," crumble it up, throw it away, and do a happy dance.

I DID IT! I FILED MY CORPORATION!

YOUR BANK

During this phase, you are going to take care of all the necessary tasks to manage your money.



**PHASE
3**

ESTIMATED TIME: 105 MINUTES

"GET MY TAX NUMBER"

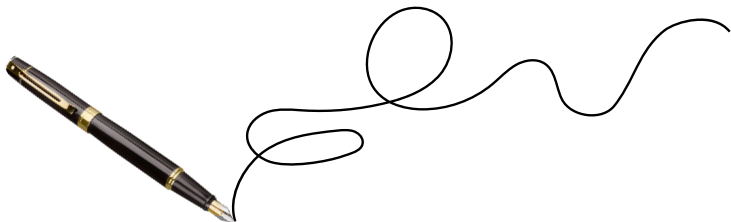
POST-IT #4

In order to take advantage of all your available tax deductions, you must have an EIN (Employee Identification Number). It's also called a Federal Tax ID number. Give yourself 30 minutes to log in and get it. You can get this number at the following link. Don't get discouraged by all the IRS verbiage on the webpage. It's actually super simple. Just follow directions, apply online, and you will receive your EIN in minutes.

<https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online>

OR SIMPLY GOOGLE: Apply for an Employer Identification Number (EIN) Online

When you get your tax number, write it below, and then take down the Post-It Note that says "GET MY TAX NUMBER," crumble it up, throw it away, and do a happy dance.



MY TAX NUMBER IS...

PHASE 3

YOUR BANK

During this phase, you are going to take care of all the necessary tasks to manage your money.

ESTIMATED TIME: 105 MINUTES

"GET MY BIZ LICENSE"

POST-IT #5



Before you can create your business banking account, you have to have a business license. Give yourself 30 minutes, find the business center in your state or county, and file for your license. Here is a great resource list that Fundera put together to locate the business department in your state...

<https://www.fundera.com/blog/business-license>

you're doing great!

OR SIMPLY
GOOGLE: FILE FOR
A BUSINESS
LICENSE IN (YOUR
STATE)

When you file for your license, write down your license number (or if you don't have that YET just write down the state where you filed), and then take down the Post-It Note that says "GET MY BIZ LICENSE," crumble it up, throw it away, and do a happy dance.

MY BIZ LICENSE
NUMBER IS...

YOUR BANK

During this phase, you are going to take care of all the necessary tasks to manage your money.

**PHASE
3**

ESTIMATED TIME: 105 MINUTES



"GET MY BANK ACCOUNT"

POST-IT #6

Now you need to set up your business bank account. Do NOT skip this step. It is essential that you separate your personal money from your business money. And make that a practice that begins with your first dollar. There are many services that you can use for your banking where you do not have to pay unnecessary fees. Give yourself 30 minutes, and get your bank account set up. You can do this at a local bank.

I WILL GO TO THE BANK ON

AT

: AM/PM

Just make sure you bring in all the necessary paperwork—your articles of incorporation (you get that when you file your LLC), and your EIN number. Your business license is usually not a requirement, but it would be helpful to call your bank ahead of time to make sure. Call your local bank or go online and immediately set up an appointment to get your business banking account.

When you set up your appointment, write down the date above, and then take down the Post-It Note that says "GET MY BANK ACCOUNT," crumble it up, throw it away, and do a happy dance.

PHASE 3

YOUR BANK

During this phase, you are going to take care of all the necessary tasks to manage your money.

ESTIMATED TIME: 105 MINUTES

"SET UP MY ACCOUNTING"

POST-IT #7



After you set up your bank account, then it's time to set up your accounting system. This is where you will be managing your money. There are several different software programs you can use to do that. Give yourself 15 minutes, and set up your system. Here are a couple of my favorite services:

everydollar.com

waveapps.com

After you set up your accounting, make sure you move over any expenses from your personal spending to your new business account so you can start keeping record of it. Remember, a business expense is any expense that is "ordinary or necessary" for you to operate your business. It's also a good idea to make sure you have a CPA who is well-versed in business ownership, and not just W-2 employees.

Use this space to start jotting down some expenses you know will qualify as a business expense:

When you set up your accounting software, write down your username and password, and then take down the Post-It Note that says "SET UP MY ACCOUNTING," crumble it up, throw it away, and do a happy dance.

USERNAME:

PASSWORD:

YOUR BUTT

This phase is when we “cover your butt.” You want to keep your business safe and cover yourself with a good policy.

**PHASE
4**

ESTIMATED TIME: 30 MINUTES



"GET MY BIZ INSURANCE"

POST-IT #8

We're not going to take that ANY chances with your business. It is always best to make sure you are completely covered no matter what! Give yourself 30 minutes and secure your business insurance. *Here's what I recommend:*

alternativebalance.com

Feel free to look around and compare rates but it should NOT take over 30 mins

Comparing rates? Use this space!

When you get your insurance policy, write down the policy number, and then take down the Post-It Note that says "GET MY BIZ INSURANCE," crumble it up, throw it away, and do a happy dance.

URL

USERNAME

PASSWORD

AMAZING!

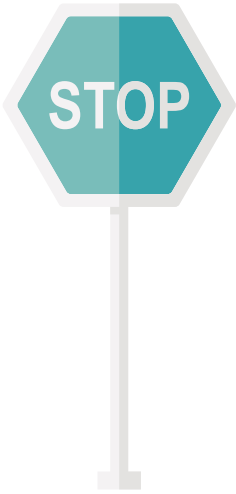
You just completed the 8 necessary (and most tedious) steps to start a business.
You're almost there!



You are only as strong as your support system. Have you gotten inside the #1 online university for moms?

Go to www.mommastery.com to get inside, get training, maybe even meet your personal coach..





STOP! Do not proceed any further without enrolling as a student in Mom Mastery University.

The 4-Hour Business Plan is all about taking action NOW and FAST. Go ahead and go to www.mommastery.com and enroll as a student before going any further.

I DID IT! I'M A STUDENT!

LOGIN EMAIL ADDRESS _____

USERNAME _____

PASSWORD _____

CIRCLE YOUR MEMBERSHIP LEVEL



FOR ELITE STUDENTS ONLY...

Write the name of your Personal Life Coach Below!



YES! Elite Students get a real life personal mom coach

2 thirty-minute sessions every month

DON'T WORRY! If you didn't select "ELITE," you can always go back and upgrade your account to get a personal mom coach!