

What's your **LEAP**TM Number?

with Mitch Matthews

Notes:

The LEAP Number Equation:

D / M

D = The dollar figure you'd need to hit each month

NOTE:

The goal is not necessarily to completely replace your current income with your project. That is probably not realistic for someone working full time. Instead, the goal is to hit a percentage of your current income on a consistent basis. This helps to show you have the systems in place to build an actual business.

M = Months in a ROW

NOTE:

You have to decide on the number of months you'll want to hit "D" in order for you to feel confident you have your systems in place. This will depend on your risk tolerance. For some, they want to hit "D" for 3 months in a row. For others their "N" needs to be more like 6 or 12. But decide and set that as your goal.

When you're able to hit "D" for specific number of months in a row, this begins to demonstrate you have the systems in place to grow a viable business. It's not a guarantee but it shows that you have strategies to drive consistent revenue. This is a HUGE accomplishment!

Even though this figure doesn't completely replace your current income, it illustrates what you can do with the limited time you currently have available. Just think what you could do once you're able to devote more time to this endeavor! So push for establishing those systems and for hitting your "D" consistently!

CASE STUDY 1: Sara's story

Graphic Designer Sara

She makes \$50,000 a year at her job as a graphic designer.

She has a side hustle that she really enjoys. She creates websites and branding for restaurants and small retail stores. It started with helping a friend on her new cafe but has blossomed to a number of projects. She and her husband wonder about having her do it full time but they have some financial goals (including paying off Sara's student loans), so she can't just quit and hope it works. After discussions, she decided that her "D" would be 30% of her currently monthly salary (30% of \$4,166 = \$1,250). She also decided that she wanted to be a bit more conservative, so she made her "M" 6.

So her Leap Number Equation is:

$$\mathbf{D} \quad / \quad \mathbf{M}$$

\$1,250 for 6 months in a row

Once she hits that... she will know her systems are in place and she can quit with more confidence. Her Leap Number Equation helps her to break from the "Build It and They Will Come" nonsense... and have a no-nonsense approach to quitting her day job and leaping into her new Dream Job with gusto!

CASE STUDY 2: Tina's story

Tech Consultant Tina

She makes \$100,000 a year at her job as a VP of Marketing for a SAS company.

She has a side hustle that has been taking off. She works with start ups on crafting their marketing from the ground up. It started when she was asked to mentor a young entrepreneur but really started to grow after speaking at a conference. She's single with little debt. She has a higher risk tolerance and limited risk due to her age.

She decided that her "D" would be 15% of her currently monthly salary (15% of \$8,333 = \$1,250). Based on her network, financial situation and risk tolerance, she made her "M" 3.

So her Leap Number Equation is:

$$\mathbf{D} \quad / \quad \mathbf{M}$$

\$1,250 for 3 months in a row

LEAP NUMBER Discussion Guide:

Here are some discussion questions to get you thinking about some of the risks and rewards of making your project, hobby or side-job your career:

- What are some of the things I/we are most excited about in regards to the possibilities of making _____ my/our full-time work.

- What will this allow me/us to do differently?

- What are some of the things that might concern me/us the most?

- What are some things I/we could do to address those concerns?

What do I want my “D” to be as I get started?

What systems do I need to have in place in order to hit “D” on a consistent basis?

Who could I be learning from as I establish / improve my systems?

How do I want to celebrate when I hit D / M?

Mitch Matthews is an international keynote speaker, success coach and best-selling author. He's also the Co-Founder of the BIG Dream Gathering. (BIGDreamGathering.com)

Find out about his new book, Dream Job: Redefined here: DreamJobRedefined.com