



## How Much Money Is In Your Inbox

**Charlie Gilkey:** Hi. This is Charlie Gilkey from Productive Flourishing with a special video episode for the International Freelancers Academy. What I'd like to talk about today is How Much Money Is In Your Inbox.

As solo professionals, it's not uncommon for us to end up in the situation where we're really worried about the money that we're bringing into our business. We're really concerned that, you know, we got to go out and beat the streets to make something happen. And a lot of times, what happens is we overlook our current opportunities and instead start trying to make new ones.

We all know intuitively that it's easier to sell and work with past customers and past clients than it is to develop and work with new ones. And that's great from a theoretical point of view. But let's get down to the action of it. Right?

Every time I've worked with a client and asked the simple question of, "How much money is in your inbox?" They've always discovered opportunities that are in there. Maybe it's, you know, something they've got archived. Maybe your inbox is so full that you can't actually track what's going on in there anymore. This is a huge missed opportunity. This is an easy way to get on first, second, or third base without spending so long, you know, working to make it happen.

So, what I ask you is: How much money is in your inbox? How many clients are trying to follow-up with you to, you know, get their projects done? How many new opportunities are in there that just need manifesting? How many questions do people have that you might be able to turn into some type of consulting, implementation, or delivery project? There's always something in there if you have an established business.

Second: We can think beyond just the real in-box and start thinking about our current customer pool to determine whether or not there are opportunities available. Go back to that client that you worked with three months ago and see what they're up to. Check in on them. You might find that there are ways that you can help them in a very



authentic, very trust-based, very results-oriented way that's not just about you making money. But, of course, your client isn't thinking about you once you leave, so you have to stay present for that.

So first: How much money is in your current inbox? Two: How much money and opportunities lay within your current customer pool or the past client or customer pool? Sometimes it can be really hard to go out and make all these new opportunities happen. It's as if we're shooting for a far target.

Instead, I would rather orient you to focus on these near targets, which you can see that are just ready for you to bloom, or just ready for you to help bloom. So, your homework from today's episode is to check your inbox. Really scan to see if there are any financial opportunities or business opportunities in there that you can manifest.

And second: If you don't have any there, think about your current customer or client pool and see whether you can develop some opportunities there before you start developing new business and new opportunities. Thank you.

