

Unlocking Creative Streams *of* Income

Make 2020 the year you welcome new income streams that also help you have fun and grow your design business

BY MARYA FLURNOY





When I first realized I had money to invest from my successful interior design business, it was brought to my attention by my sweet, accounting-driven husband that perhaps we should buy stocks and bonds. I considered that boring; it sounded like days of studying miles of small print. Investing in stocks is a good thing. It just wasn't for me.

That's when I discovered what I call creative streams of income. This is the process of increasing your visibility and creative energy to make money flow into your business in a way that seems effortless. My first creative stream of income was an investment in a condo-motel resort on the beach. I had accumulated \$40,000 in savings. I wanted to invest in something exciting. I had dreams of owning a condo on the beach, which seemed impossible. But while investigating the commercial ads in the newspaper, I stumbled across an ad that said, "Condo for sale, by owner. Divorce sale."

I called and spoke to a lovely woman who explained her situation. An hour and a half later, I closed the deal over the phone. Not only did the condo make money in rentals, but I figured out that I could meet all the owners and propose to remodel and decorate all their units, thereby increasing the value of the whole property. We ended up selling the condo a year later for double the amount we paid. Today, I again own condo-motel units and have remodeled and decorated most of them. I didn't have to promote my design and remodeling business. My condo did that for me.

You may be saying, "That's great, but I don't have extra money to invest." The good news is there are plenty of ways to expand your money flow without making a major investment. Again, it comes from introducing yourself to the possibility of meeting new clients and gaining new referrals while having fun.

Here's a story about one of my coaching clients. Lisa started her own business as a home stager and organizer. She was lost on how to attract clients, let alone find an extra stream of income. I assisted her in developing a plan to creatively



visualize her plan of action. Exactly a month later, she stumbled across a Mary Kay consultant and the two of them began putting on home parties together. Lisa would stage the table for the makeup and redecorate the host's living room. The Mary Kay consultant would give her talk and, at the end of the evening, hold some Q&A time for Lisa.

Four years later, Lisa's business is thriving. Though she no longer personally co-hosts the home parties, she hired a part-time assistant to co-host and the streams continue. Lisa also invested in being a Mary Kay consultant, creating another stream. Her assistant handles all the Mary Kay events, while Lisa continues to stage and decorate homes. Now, both ladies are prospering, while developing more events and a lifetime friendship.

In my Home Enhancing class, I give five principles that help people open up themselves to the possibility of new streams of income. First, be open to any and all possibilities. The truth is you do not know everything. How was I to know that I would be promoting my business by redecorating condo-motel units?

Second, decide that you are ready to run your decorating business while having fun and making money. Everyone you encounter could lead to a client or stream of income.

Third, visualize. As a designer, you already know how to visualize. Now, sharpen your tools. See and feel yourself having more time for fun and play. See and feel what you plan on doing with the extra income. You have the power to create more streams, buy the dream house, send all your children to college. Whatever it is that makes your heart sing, see it, feel it and, yes, even sing it!

Fourth, trust, believe, be patient and stay focused. You do not have to tell the world what is going on in your mind, but you do have to tell yourself you are on the right track. And fifth, start exploring how other people create opportunities for themselves and how that can be possible for you.

Here are some possibilities to investigate as you get started.

- **Jewelry boutique:** Start small by wearing jewelry and getting compliments. Investigate the wholesale possibilities and start carrying some of your favorite pieces. Have a friend or client host a home party. Set up an area in your studio to display jewelry and accessories. As the profits increase, you may want to find a partner and open an accessory shop, or partner with another designer where you both carry the lines.
- **Book writing:** Self-publish a book of your designs, photos and tips. Contact your favorite charity and work out an agreement to give them a portion of every purchase. They will advertise it for you.
- **Home goods from scraps:** We have all made pillows and potholders with the fabric scraps we accumulate. Now, find a specialty boutique or gourmet kitchen shop that will sell your designs. They will do the Facebook and Etsy posting and promote you as the "home designer" who also creates these one-of-a-kind finds.

There is a world out there that is bigger than we are. A focused and patient mind allows for situations to unfold and shifts to happen in your life. If we can just allow our mind-chatter to get out of the way and open ourselves to possibilities, the streams start flowing easier than you can imagine. Happy streaming! **V**



Marya Flurnoy, MSIG, is a designer, speaker, mindset mentor and intuitive coach. She is the founder and CEO of Creative Design Team, JBI (Just Be It), I AM Empowered Network and Skye & Star. She also owns a stake in restaurants and a Clearwater Beach boutique hotel. For nearly 30 years, she has worked to create a prosperous interior design firm and build a strong foundation for many other businesses,

coaching clients and designers on her team. Marya teaches precise methods of enthusiastically expecting excellence and success, turning businesses around from mediocre to thriving. Her certified Home Enhancing course and newest book, "The Energy of Everything for Business," will be released in 2020.

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