



INCOME FORECASTING & STABILITY

 **The Goal : Know what you'll earn before the month starts**
so money stops feeling unpredictable.

Today, you install:

- a **monthly recurring income baseline**
- awareness of **variable income (without relying on it)**
- the **Confirmed vs Projected rule** that removes financial anxiety

This is not budgeting .This is **business visibility**.

PART 1: THE REFRAME

Most cleaners don't feel anxious because they earn too little, but because they **don't know what's coming**.

When income feels random:

- you overwork “just in case”
- you say yes to jobs you shouldn't
- you can't relax, even on good weeks

Stability begins when part of your income is already decided.

Today, we separate your money into two categories:

1. **Confirmed income** (already booked)
2. **Projected income** (possible, but not guaranteed)

This one separation changes everything.

PART 2 MONTHLY RECURRING INCOME BASELINE

Your recurring income baseline is the money already scheduled from repeat clients on your calendar. You will still do the work—but you don't need to chase or replace it this month. This becomes your planning number.

INCOME FORECAST SNAPSHOT

STEP 1 — List Your Recurring Clients

Write only **active, repeating clients**.

[illegible]

STEP 2 — CALCULATE MONTHLY RECURRING BASELINE

Add all monthly totals:

Monthly Recurring Income (Confirmed):

\$ _____

👉 This number exists **before the month starts**.

PART 3: VARIABLE INCOME AWARENESS (WITHOUT DEPENDENCE)

✓ What Counts as Variable Income

- one-time cleans
- first cleans
- move-outs / deep cleans
- last-minute jobs

These are **not guaranteed**, even if they usually happen.

Step 3 -Estimate Variable Income (Optional)

Look at an *average* month, not your best one.

Typical monthly variable income:

\$ _____

Important: This is **information**, not money you rely on.

PART 4: THE “CONFIRMED VS PROJECTED” RULE

✓ The Profit Reality Rule (This Reduces Anxiety)

You only plan your life and expenses from confirmed income.

STEP 4 — Separate the Numbers

Income Type	Amount	How to Treat It
Confirmed (Recurring)	\$_____	Safe to rely on
Projected (Variable)	\$_____	Extra / buffer

You never *need* projected income to survive the month.

PART 5: THE PROFIT REALITY CHECK

Answer honestly:

1. If I worked **only recurring clients**, would I still be okay?
☐ Yes ☐ Almost ☐ No
2. Do I usually count projected income before it exists?
☐ Yes ☐ No
3. Does seeing my confirmed baseline make me feel:
☐ calmer
☐ neutral
☐ surprised

PART 6: WHAT THIS CHANGES IMMEDIATELY

Once you know your baseline: This number does helps your business to

- Not to treat random jobs as “necessary”
- Make pricing decisions feel easier
- Reduce cancellation panic
- Stop chasing money emotionally

Control replaces hustle.

PART 7: LOCK-IN STATEMENT

FINISH THIS SENTENCE:

"I will measure my business stability
by _____, not by _____."

(Example: *confirmed recurring income / random busy weeks*)
