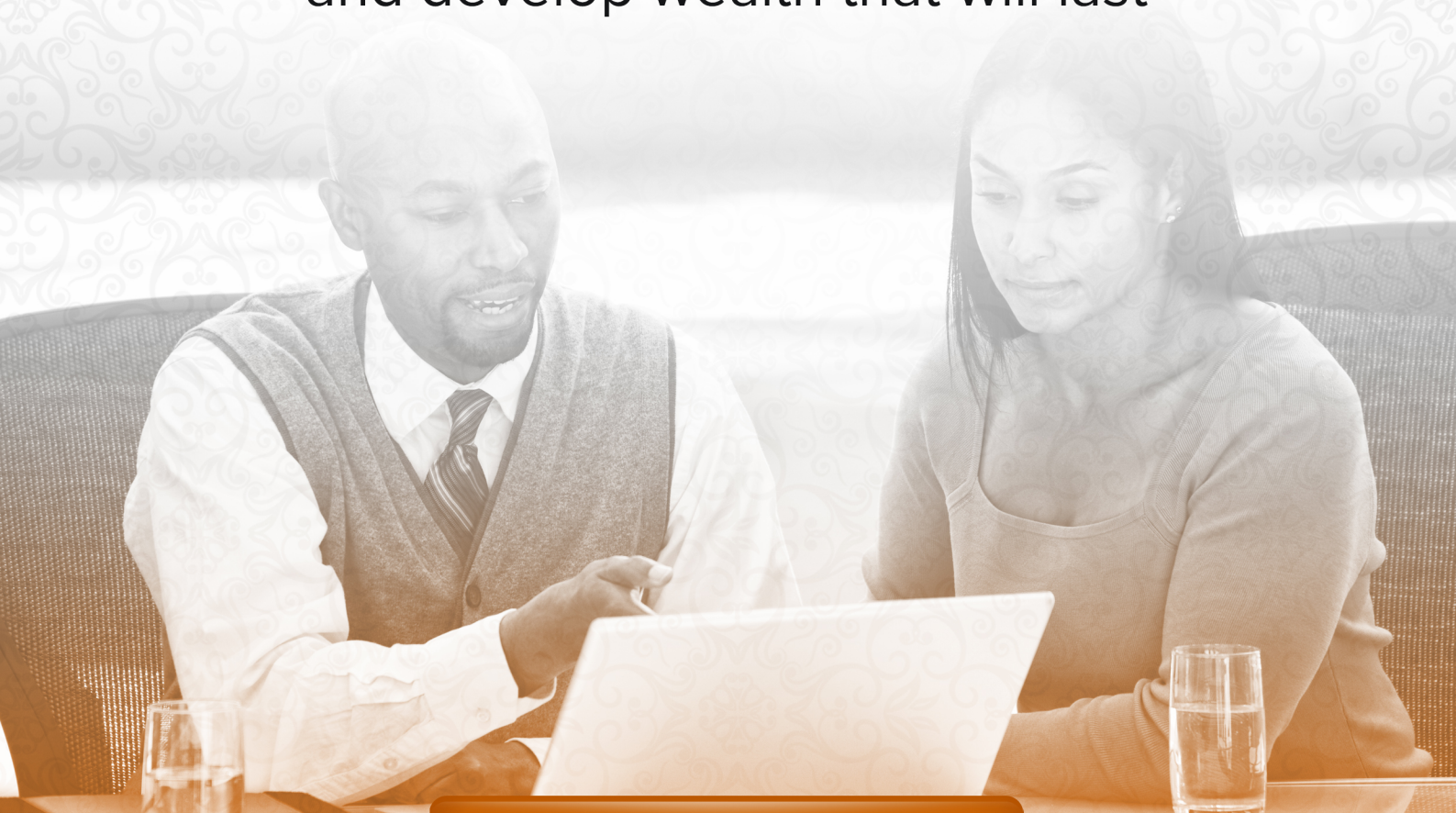


# *The* **DE-JOB YOURSELF** *Manual*

Break your reliance on the monthly wage  
and develop wealth that will last



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The information contained in this book has been gathered and collated from the experiences of the author. Every effort has been made to make sure the details are accurate. However, they are experiences and by that nature, and the fact that they have been gathered into a book, means that they will be in the past as you read this.

It is vital that you take this information and check its relevancy to your personal situation and to the market place right now. We have been through the most unprecedented few years in the global economy, all rulebooks have been torn up and no one knows what the future holds. It is the lessons of the present that carry us forward.



## *Other books written by Vicki Wusche*

### **Books**

Using Other People's Money: How to invest in property 4<sup>th</sup> edition

Make More Money from Property:

From investor thinking to a business mindset 2<sup>nd</sup> Edition

Property for the Next Generation: Securing your future in uncertain times 2<sup>nd</sup> Edition

The New Estate: Insights from the 22<sup>nd</sup> century

### **Manuals**

The Four Habits of a Truly Wealthy Life

The De-Job Yourself Manual: Break your reliance on a monthly wage

The Values Manual: Understand what your values are and how they can be key to a successful business

The Goal Setting Manual: Create meaningful and practical goals then achieve them

9 Critical Property Principles

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## *Press Articles and Talks*

**DAILY EXPRESS**  
THE WORLD'S GREATEST NEWSPAPER



**the Northern Business EXHIBITION**

**Business Matters**  
The UK's leading SME Business Magazine



**The Observer**

**The Daily Telegraph**



**THE BUSINESS SHOW 2018**





## *Foreword*

I have been writing about the need for greater financial security based on informed financial education for more than five years. It has never been proved more relevant than during the COVID crisis, when millions of people were stripped of their family income over night as the world entered lockdown. Only those with key roles (often lower paid) or alternative sources of income avoided the fear that comes when you realise your family is not financially secure.

This manual is designed to be practical and inspiring, helping you start the process of making more conscious buying decisions, as you increase your understanding of your personal financial circumstances. Complete the exercises, and let me know if you need more help.

De-jobbing yourself is the concept that, with careful business and financial planning, you can break your reliance on work to provide your family income. It provides a level of financial awareness, education and security much needed in these debt-driven times.

School, our parents and society taught us that having a job was the only way to become financially secure. For some people this worked but many more people really struggle financially as a result of this belief.

The exercises included in this manual, are part of the process I take all my clients through when we first start to work together. It is a vital step in the underpinning research I believe anyone planning a new business venture or investment should undertake. It also underpins the knowledge that everyone looking to secure their financial future needs.

When you work through this manual you will come to recognise the value of your resources, and how to leverage them. When you want to take that next step, get in touch as we have a range of online and bespoke support to help you.

Happy learning,

Yours,  
Ever the teacher Vicki



## Introduction

I meet and speak to thousands of people a year, and there is one common thread amongst them all. Everyone wants something more and they are looking for a way to achieve it.

What 'exactly' they want might differ... but they have decided to search, research, enquire and even act on that desire.

The problem is that media and modern life are actually pushing some people to 'think' they want more .... more products, (being sold by really clever marketing agencies), when actually what they really want is less.



Less stress, less work, less bills!

The "more" they want is not always 'stuff'. Sometimes it's more time with loved ones or friends, more fun, more good memories, more space at



home maybe, or more time away from work (holidays or time to garden or play golf or walk the dog). Above all, more financial security.

That was my realisation ... I am not motivated by fast cars, and expensive dinners. I like holidays, time with my family creating shared memories. So from day one I have chosen jobs and now a business that is designed to enable me to have income and time freedom.



In fact I have 'De-Jobbed' myself. I have broken the link between being reliant on a monthly wage and paying my bills.

I get really angry when I hear speakers and trainers at property, business and motivational events telling people to give up their jobs, and that **job** means "just over 'broke' - that's not true.

If you are "just over broke" then you lack money management skills, and the last thing you should do is give up work and try to start a business!



If you give up work - how will you pay your bills, fund the start-up capital for your new business, get a mortgage or a loan?

Be sensible ... think about it logically ... avoid the hype!

By learning how to De-Job Yourself you will understand the following:

1. How money works?
2. How much money you need in your family?
3. Where you are wasting money.
4. You will recognise where you can make money.
5. When you can make money.
6. What is the best use of your time.
7. Whether your idea is even worth it.

This manual will take you through practical ideas to help you start the journey towards De-Jobbing yourself - towards breaking the reliance on your wages, and understand what it means to become successful.

This manual will help you create greater financial security your family.





## ***How Much Money Do You Want?***

You know how it is ... you walk into a training event or a business development seminar, and the first thing you hear... 'Who wants to make a lot of money?' 'Who wants a private plane?!' 'Who wants to get rich quick?'

My first question to you would be, 'Why?' 'Why are you here? Do you just want a lot of money or is something else driving you to start or develop your own business?'. Or do you simply want to learn about money and how it works so much better for others?

Then I would ask you "How much money do you need ... will five thousand be enough, or do you need a million, or even five million? Most people will repeat back the latest trend, if they went to a millionaires seminar they will tell you they need a million, if they have been to a billionaire boot camp they will need a billion.

If you asked them why it's very rare that someone can give you a reason, a reason that is tailored to their life, that fits into their plan and their very specific life. What most people forget is their future wealth will be unique to them and therefore their plan for making it needs to be that way too.



**What's your why?**



**QUICK ONE** 🗨️ Regularly update and review your why plan, your reasons change even though goals stay the same.



## ***What's Your Why?***

Having a clear idea of what you want from life comes from a clear idea of **why** you want it. Your *why* will be your driving force, not attempting to reach some generic financial target.

If you don't understand *why* you are doing *what* you are doing how will you keep your motivation levels high through the inevitable difficulties that will arise when starting or restructuring a business? Or simply changing old buying behaviours to create greater financial security.

Maybe your goal at the moment is to retire early. My question would be *why?* Would you then like to move abroad, take up a hobby, or pay off your mortgage on your personal property? What if your goal was to create a future inheritance for your children, maybe even send them to a private school? All of these goals are unique to you, unique in combination and timing.

Think about what it is that you want your life to be like and work backwards. Of course, plans can change and there will be ways to restructure your investments and your business if your life changes unexpectedly. Maybe the recent shock of the COVID crisis has helped you recognise your financial vulnerabilities, something you want to change.

If you plan and create a life that works for you and your goals now, you will be well on your way to building a life style that will endure, because it works **for** you, not **against** you. That's why, in my opinion, in order to break your reliance on your current income source, you first need to be clear why you're doing it.

On the next page are a series of questions to help you think about the type of life and lifestyle you want to have. Some people find this challenging. There is no right answers, there are no wrong answers, enjoy the process.

At the end think about the monthly and then annual amount of income you want to create the life you want based on what matters to you.



## ***Creating Your Why Plan***

***What would you like to be doing on a daily basis in five years from now, then in ten years from now?***

***What would you like to have in five and ten years from now?***

***Where would you like to be in five and ten years from now***

***What role will your business interests play in helping you achieve that ideal lifestyle?***

***So, how much income do you want to generate a year?***

**QUICK ONE** ☞ *Don't cross oceans for people who wouldn't jump a puddle for you, know your worth!*





## ***Profitable Business or Costly Business?***

If you are currently an employee, use this next section to help you think about how you can generate extra sources of income that are not dependent on huge amounts of your time. Think of this generically as the term business - the business of making your resources work harder so you don't have to.

The concept of *de-jobbing yourself* is about creating a business that makes a profit, at a level that is actually worth you doing it. There is little point creating a business model that means you take home less money than you would make on minimum wages. There are countless statistics to demonstrate that most small businesses started, fail within the first two years. So what is it that generates profit in your business, You? Your service or product? Hard work? Luck?

The fundamental error for most small business owners is that they don't understand the numbers in their business. They look at turnover and forget that cashflow and profit are the lifeblood of a business.

If you don't understand where the profit is in your business how will you be able to create a sustainable model that can function without you becoming another employee in order to keep it running.

Creating freedom in your business can be a challenge, it is very easy to create a business that then becomes a job. If you already have a business - what would happen if you went on holiday? If you haven't started - how many days do you plan on working in your business?

Now, owning an income-generating business is hard work. Whether you are driven by product or service ideas, or the desire for more control over your life (and time) ... the last thing you want is to become chained to a business.

People start a business to create more income and to be more in control of their time. So how is that a large portion of business owners end up tethered to their business, working as hard, if not harder, than the job they left, but without the stable pay cheque at the end of each month.



Track your next week by colouring the boxes according to how you actually spend your time. Make sure you are accurate don't assume you know where you spend your time!



Spending Money



Earning Money



Looking for Money



Saving Money

|             | Monday | Tuesday | Wednesday | Thursday | Friday |
|-------------|--------|---------|-----------|----------|--------|
| 08:00-08:30 |        |         |           |          |        |
| 08:30-09:00 |        |         |           |          |        |
| 09:00-09:30 |        |         |           |          |        |
| 09:30-10:00 |        |         |           |          |        |
| 10:00-10:30 |        |         |           |          |        |
| 10:30-11:00 |        |         |           |          |        |
| 11:00-11:30 |        |         |           |          |        |
| 11:30-12:00 |        |         |           |          |        |
| 12:00-12:30 |        |         |           |          |        |
| 12:30-13:00 |        |         |           |          |        |
| 13:00-13:30 |        |         |           |          |        |
| 13:30-14:00 |        |         |           |          |        |
| 14:00-14:30 |        |         |           |          |        |
| 14:30-15:00 |        |         |           |          |        |
| 15:00-15:30 |        |         |           |          |        |
| 15:30-16:00 |        |         |           |          |        |
| 16:00-16:30 |        |         |           |          |        |
| 16:30-17:00 |        |         |           |          |        |
| 17:00-17:30 |        |         |           |          |        |
| 17:30-18:00 |        |         |           |          |        |
| 18:00-18:30 |        |         |           |          |        |
| 18:30-19:00 |        |         |           |          |        |
| Evening     |        |         |           |          |        |
| Evening     |        |         |           |          |        |



## ***What Do We Mean By De-Job Yourself?***

Successful sustainable business can be broken down into three core key components. Utilising these components to the maximum will help you avoid building yourself a job inside your own business.

### **Get the most return on your time**

Get a return on the time you invest.  
Understand that time is a valuable resource.  
Create a business that uses your time to the maximum

### **Attract the right customers**

Find the clients that can afford your prices.  
Easy to find customer bases.  
Attract customers to you that are pre-sold.



### **Understand the numbers**

Understand how important it is to monitor your income and expenses.  
How to make a profit no matter what business you are in.  
Know in detail your product margins.  
If you're providing a service, ensure your hourly rate actually pays what you need.





## ***Why Understanding the Numbers is Important?***

Many people don't know where their money ends up. It's as if a lot of people have large holes in their pockets. You would be surprised how many business owners don't have a firm grip on the finances. You would be shocked how many families don't understand where they spend their money!

Starting out in business comes with a very large invoice. There are very few business models that don't require an initial financial input. If you naturally aren't a person who monitors their income and expenses this can very easily lead to a major issue.

Financial awareness is vital, not just for your business, but also personally. People will often forget that sensible money management starts at home. Without a good solid foundation of transparent finances it is difficult to ensure you have a good handle on the money, and more importantly, the ability to spot a leak and plug it.

Small errors with your financial monitoring can soon become big problems. Do you know each month if you are living within your means? Could you tell me your household budget? So then, if you aren't aware of your monthly income and expenses how will you know when you are financially free? Or worse how will you know if you're heading for bankruptcy?



We use the term personal financial equilibrium to explain the pivot point when your personal income matches your personal expenses - this is the base line you must reach and aim to exceed.

This should be the goal of every person, both business owner and employee. This is a great personal goal to have before considering your business finances. Creating a stable financial situation in your business will be nearly impossible if you are personally operating at a loss.



## ***List the Expenses***

To prove how good your financial monitoring is, make a list of the last ten things you paid for, no receipts allowed!

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_



## ***Moving from Personal to Business***

So where is your profit and where is your cost in your business? If you are currently in business then this should be easy - if you are very new or just planning a business then you might have to imagine some of the answers ... but do as much research to be as accurate as you can.

The table below highlights some of the areas of profit and loss, notice that there is a cost for giving up, a cost for mistakes and a cost of marketing shifts. Stress testing and preparing for potential problems isn't pessimistic, it's good business sense!

The table has been started for you and examples given in the Shares or Internet marketing sectors. Now think about the set-up and running costs of your business and what might affect your profit.

| <b>Business Area</b>                 | <b>Identify Cost</b>  | <b>Profit Availability</b>   |
|--------------------------------------|---|--|
| <i>Example</i><br>Stocks and Trading | Software for trading<br>Cost of stocks to begin trading<br>Cost of potential losses | Based on share prices<br>Fees to buy and sell<br>'Cashing out' effectively ends business |
| Property                             |   |  |
| Internet Marketing                   |   |  |
| Service Providing Service            |   |  |



## ***Getting a Return On Your Time***

How do you make decisions?

Do you create a list and then do the easy things first? Do you prioritise your day based on what other people are going to need from you? Do you feel as though you are constantly playing catch up with your jobs for the day. Moreover how do you decide which jobs will have to wait for a later stage?

Understanding which roles within your business are the best use of your time can be a struggle for all business owners, it's very tempting to try to be all things at once. How do you decide whether the cost of outsourcing a job is financially beneficial to the business? If you know what your time can generate for you in terms of revenue these decisions are easier to make.

Remember the number you wrote down, the total amount you want to earn next year? We now going to look at how that translates to an hourly rate, and more importantly see how close your current rates are.

Here are a number of assumptions for this concept to work.

This all begins with calculating an hourly rate - so for example any business selling time - like coaching or consultancy. If you are trading or internet marketing then the figure will tell you how much profit or sales you need to make an hour - if your business is truly 24 hours seven days a week - then change the figures, BUT only if the business does not need you - or there are absolutely no other business related activities you need to complete.

*Assuming a business consultancy for example*

You cannot consult during holiday periods or weekends (you can argue, but accept my reasoning for a minute).

Even if you can work - not all your customers will want to be working 24/7

*Use my example for now*

So assume that you can only work 10 months a year as your sales will drop/stop over Christmas, Easter, bank holidays etc





Then during the ten months you can only work weekdays (or as appropriate) because other businesses are closed. So there are only twenty average working days per month that means you have a maximum of 10 months x 20 working days = 200 days to work and earn money.

Those 20 days are needed to cover business admin, marketing and business delivery. So now assume that you spend 2 days a week on acquiring new business and 2 days delivering and the 1 day a week on admin or business development. Now you only have 2 days a week in which to earn and invoice the target income you want to achieve.

You have already written a list of all the tasks you have to do in your business, let's assume this covers them.

1. General admin and business development. (1 day)
2. Marketing and meeting prospective clients, preparing bids and sales calls. (2 days)
3. Client delivery - where you are actually earning your fee. (2 days)

Now you only have two days per week for ten months to deliver your service and earn your income target.

If I take a target of £60,000 then you need to divide that by 80 ( 10 months x 2 days per week for 4 weeks)

£60,000 divided by 80 = £750 per day or £107.14 per hour (for 7 hours)

This hourly rate does not cover the costs that you identified to run your business and of course is pre-tax!

I would estimate (depending on your business) that you need to double or treble this hourly rate to cover your costs.

This is a very broad example - but if you understand the concept can adapt this to your circumstances.



## What is Your Time Worth?

Your hourly rate is the key, remember that number you wrote down on page 10, we'll follow the example and work out your hourly rate.

In the next year I want to earn £ \_\_\_\_\_  
*Annual Income*

£ \_\_\_\_\_ divided by 80 = £ \_\_\_\_\_  
*Annual Income* *Daily Rate*

I plan to work \_\_\_\_\_ hours a day.

\_\_\_\_\_ (hours) divided by £ \_\_\_\_\_ (daily rate)

My hourly rate £ \_\_\_\_\_

My daily rate £ \_\_\_\_\_

Current hourly rate £ \_\_\_\_\_

Difference £ \_\_\_\_\_



## ***Summary***

So you have thought about your personal spending habits and the costs and potential profit of your business. You have explored your hourly rate as a concept to value your time.

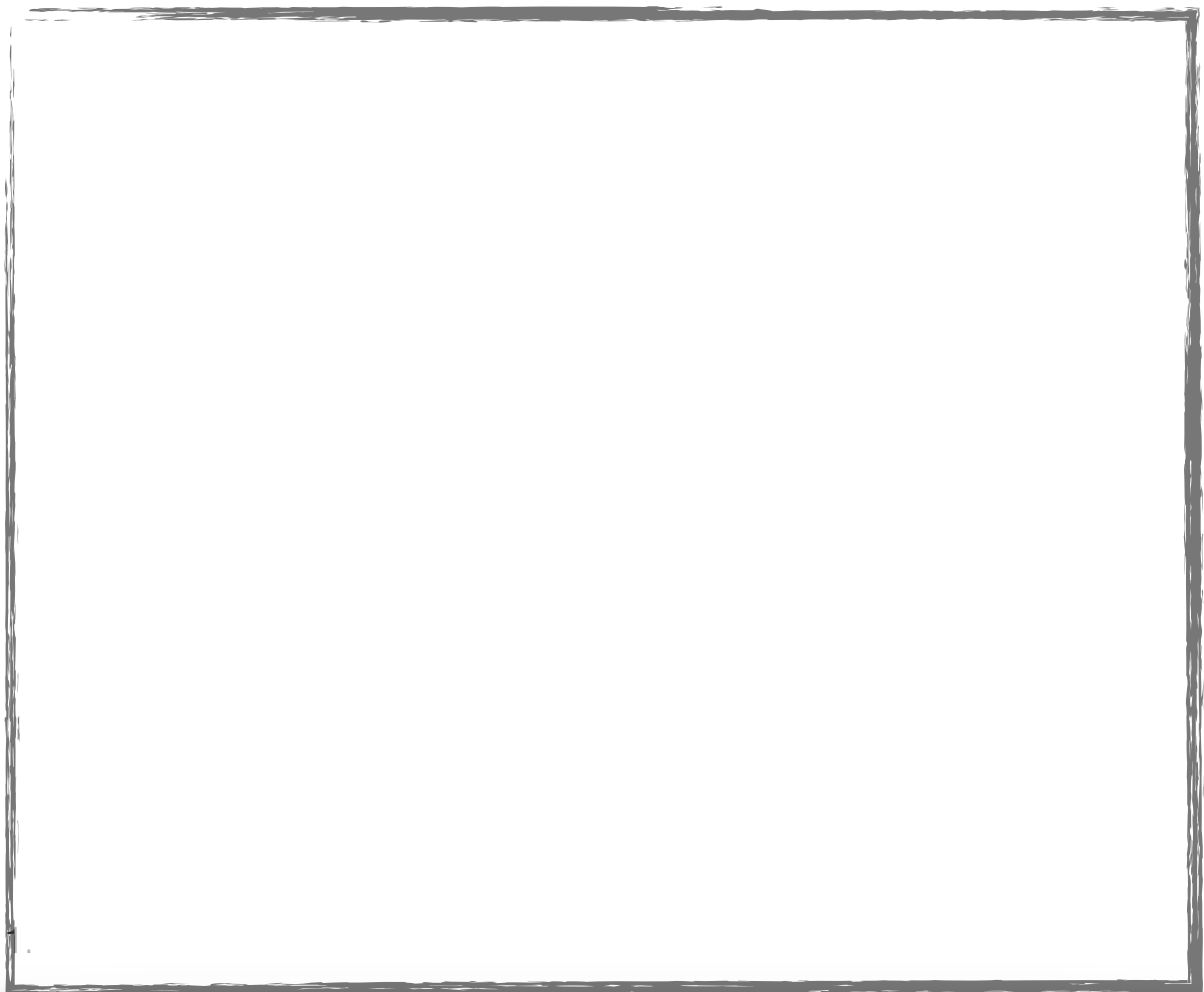
Now what? Answer these questions and send me your answers.

Take your hourly rate and revisit first how you spend money.

1. Work out how many hours you have to work to pay for the last ten things you bought.

Question - Is there anything you would NOT buy now you know the value of your time?

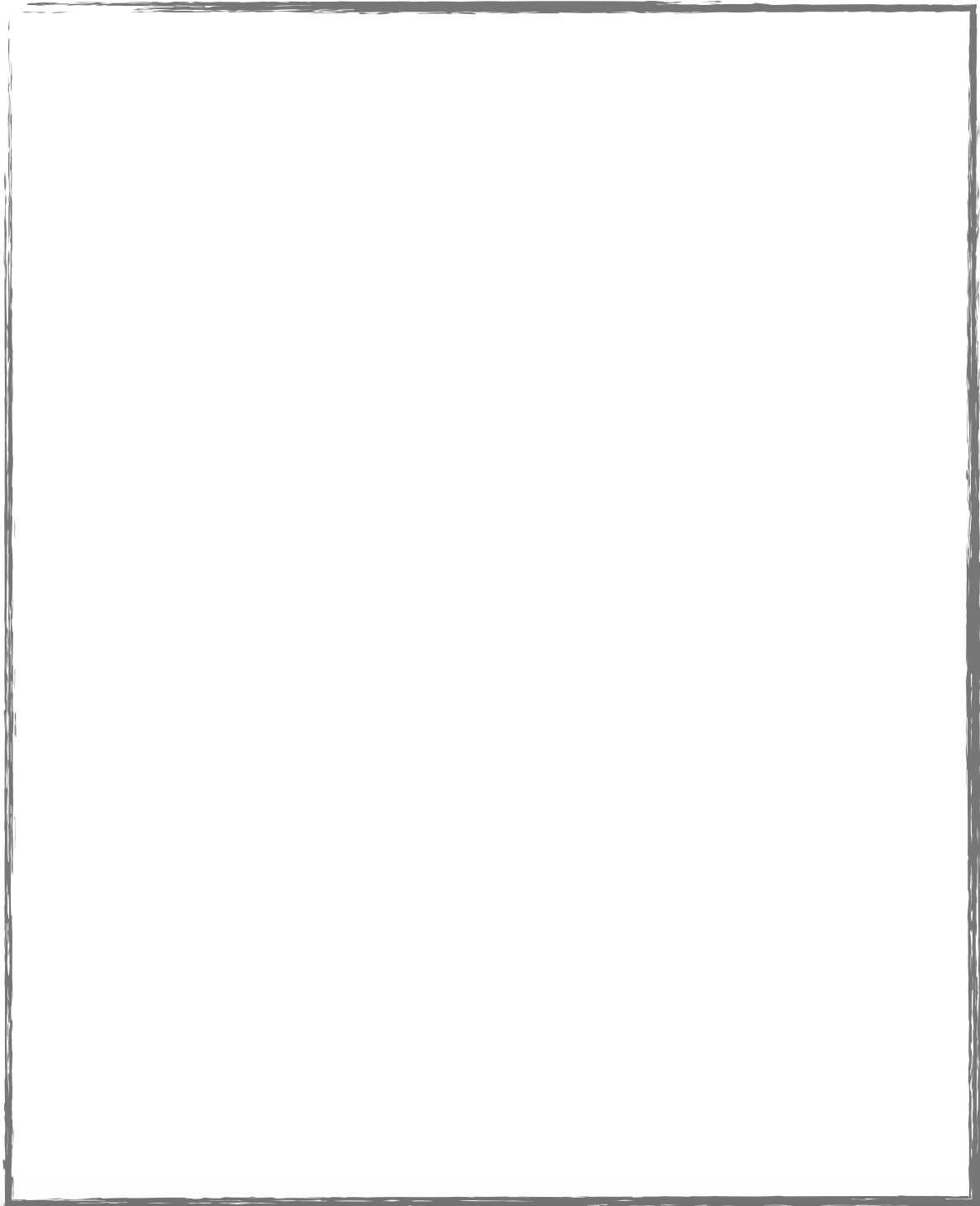
Is there anything you would still buy and why?



2. Take your hourly rate and look at all the tasks you have to complete in your business.

Question - Are there any tasks that you could outsource to a professional for less?

What are they?

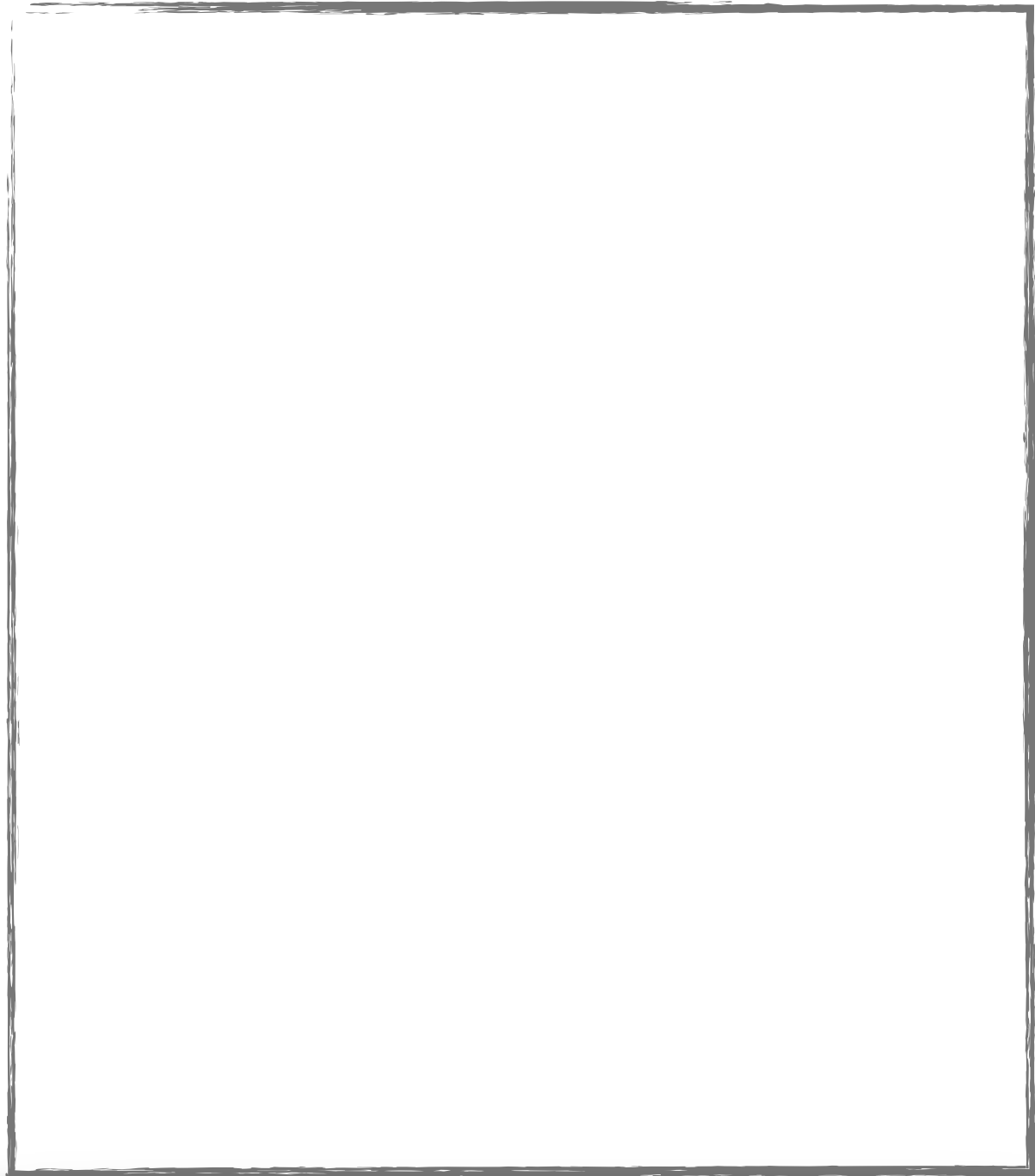


3. Look at your bank statement.

Question - Are you making enough money to pay your personal expenses?

If no, what are you going to do about it?

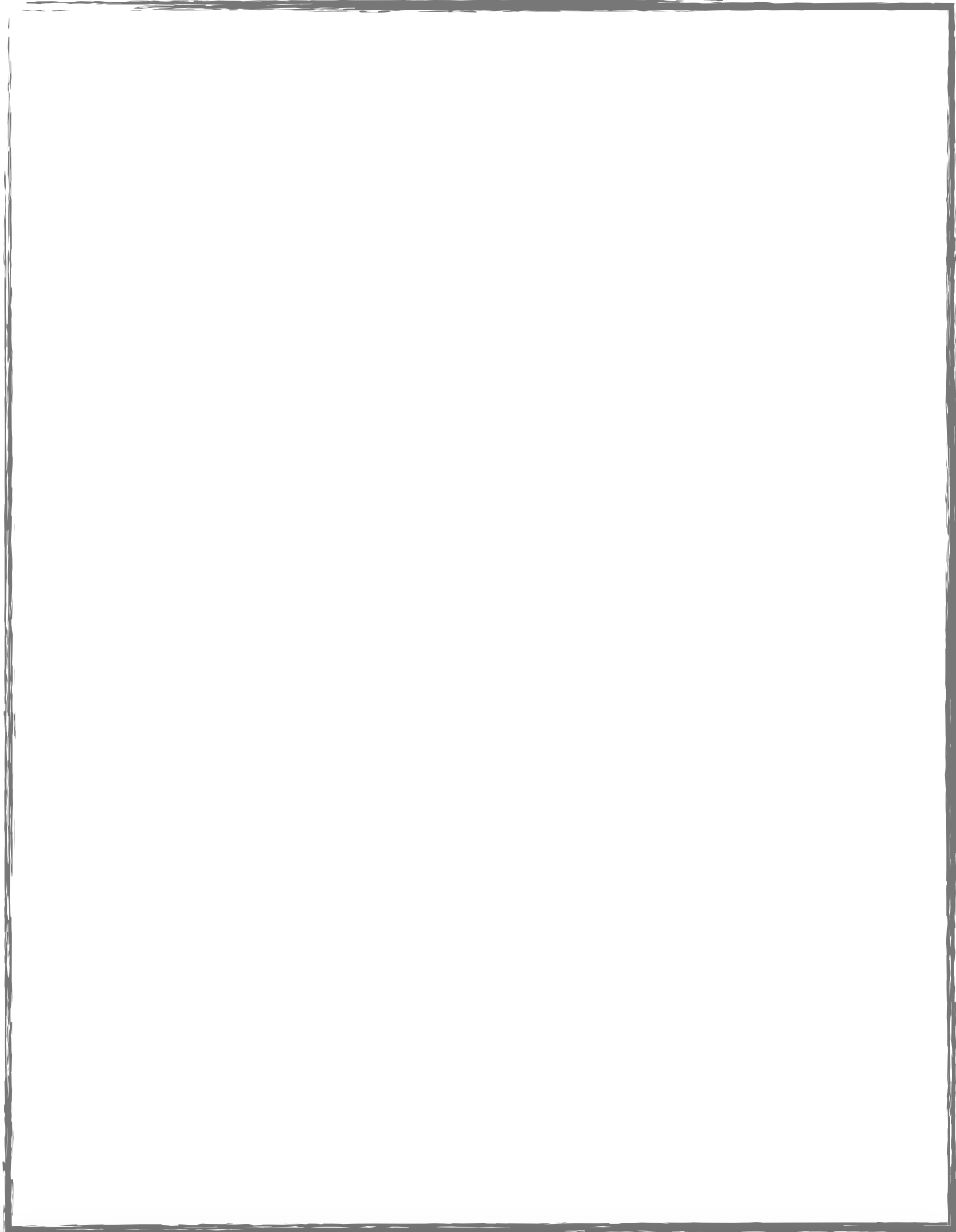
If yes, what are you going to do now?



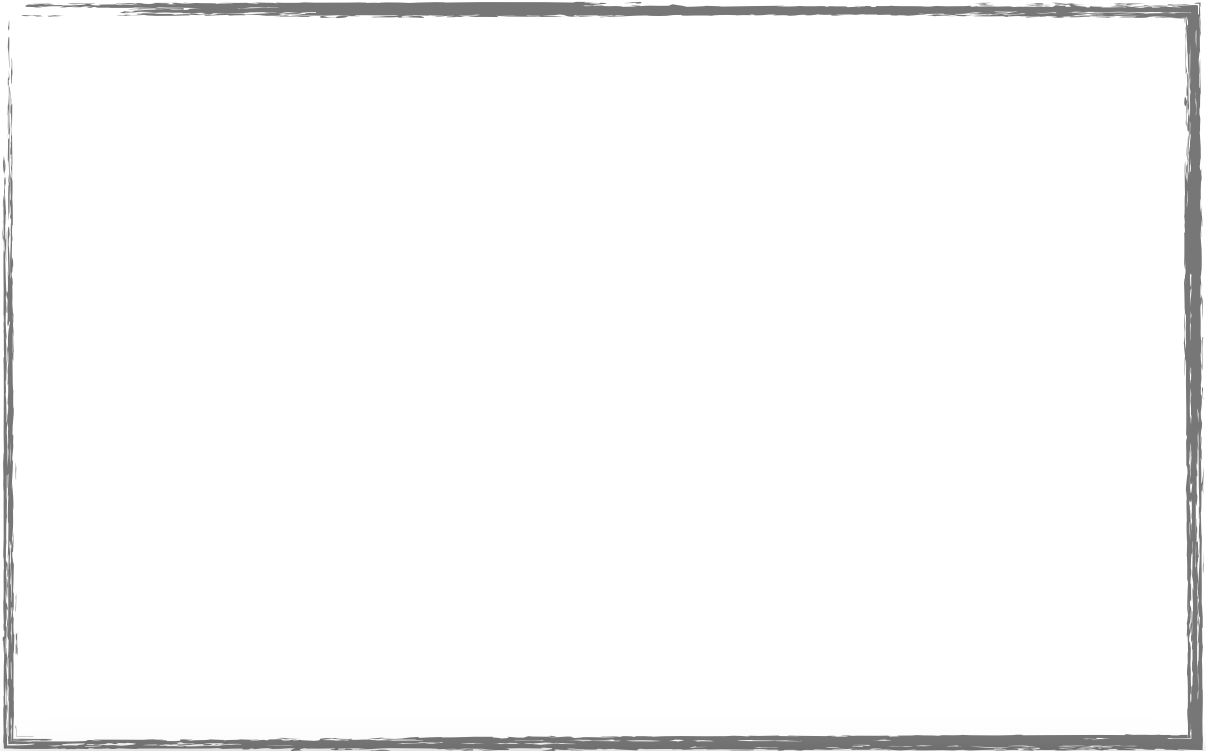


4. This whole work book has been designed to help you understand the relationship between time and money in an effort to enable you to develop strategies to De-JobYourself.

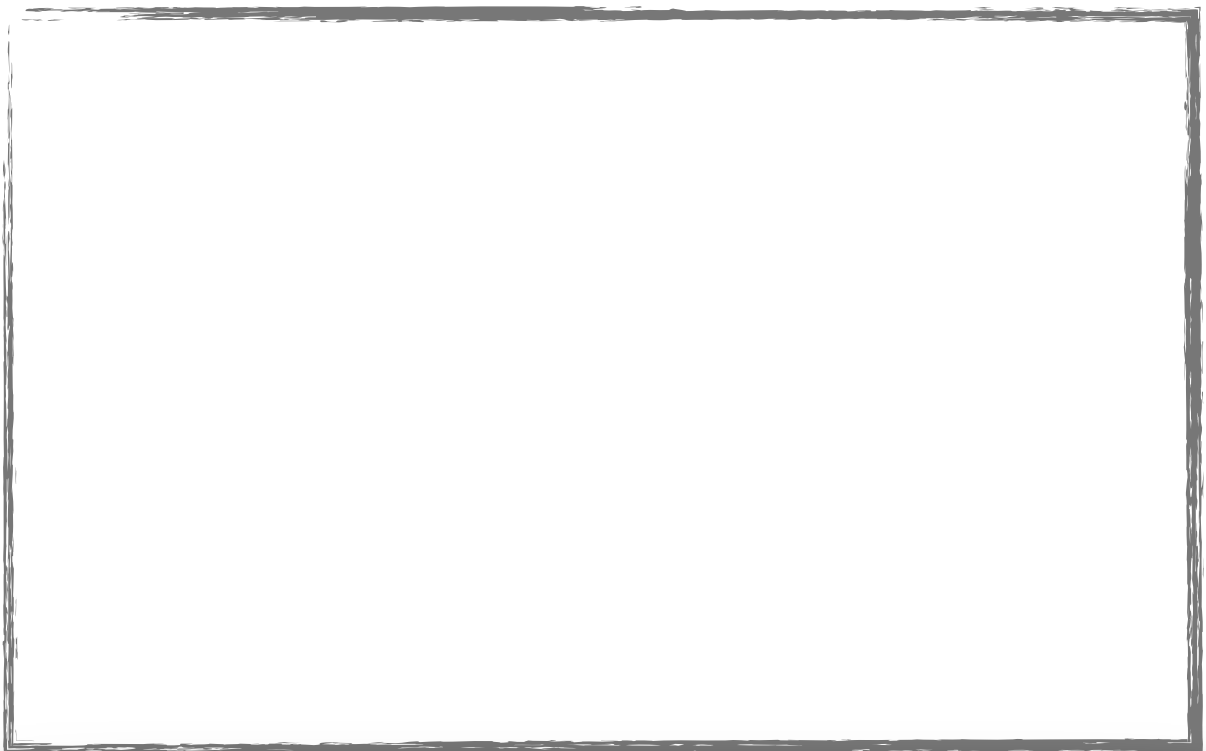
**Question - what are you going to do now ...?**



5. Question - What help do you need?



6. Question - Do you have any more questions?



## Vicki Wusche

In the last twenty year Vicki has completely redesigned and developed herself from single mother after her unexpected divorce to a successful business owner, author and, thought provocateur and renowned speaker.

Starting while her two daughters were under three years Vicki enrolled at university, progressing through a First Class Honours and then Masters degree to becoming a university lecturer.



It was a chance attendance at a personal development event that really helped her recognise what was limiting young people and businesses of today ... our out-dated education system. The more she learnt and studied outside the normal realm of thinking, the more she realised that she needed to take personal responsibility for herself and her family.

After being made redundant in 2006, Vicki starting investing in property just two years later. Within just five years she had been listed in The Telegraph as one of the UK's Top 25 most influential people in property. She has now written five books and contributed to a further six. She is a frequent speaker at property and business events, and a sought-after guest on international podcasts and shows, delivering thought-provoking, valuable and inspiring content. She is responsible for buying and managing over £12.5m of client's property portfolios.

Vicki passionately believes that everyone wants more control over their lives, their finances and their futures. 2020 gave a lot of people a shock as their income suddenly stopped, dropped or dramatically changed. Because of the plan she created Vicki made good decisions at the right time. Property investment has been an excellent strategy giving Vicki and her clients that financial control, so many others lacked. Now with the world coming out of lockdown, Vicki has again been evaluating the opportunities that this dramatic change can offer.

How has your family been affected? Are you worried? Is your area, business or community reliant on Government Funding to survive? Have you started to identify business and development opportunities? Have you started to think about how all this debt will be repaid?

One of the things Vicki excels at during her talks and interviews is getting the audience to really think about what matters to them. She focuses on generating possibilities that those motivated can grasp, evaluate and put into action to create a wealthy life through the practical ideas she shares.

When not on holiday scuba diving as her alter-ego The Property Mermaid, or playing with her grandchildren and working in her garden, she manages her own portfolio, and runs 2 businesses; one sourcing property for bespoke clients and the other a training company offering strategic business development, mentoring, and training. She has bought buy-to-lets, HMOs, sourced development deals and help hundreds of small businesses recognise where the profit is in their business.

Check the website for details on when she is speaking next. Listen to her alternative debate on how we can all be more successful and financially secure in the coming decade on the podcast page. More than just a property investment talk, Vicki will encourage you to challenge current business models, work more closely with your local communities and identify new possibilities.

**The Daily Telegraph** **DAILY EXPRESS** **WHAT MORTGAGE** **The Observer** **35th BUSINESS SHOW 2016**



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