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ISBN:

Digital Publishing by  
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## **ACKNOWLEDGMENT**

To God who gives me the  
Wisdom and Strength to  
do all I do.

To my husband for  
his heavy duty support.

To my Longrich business for giving  
me the opportunity to help other  
people become weekly earners.

## INTRODUCTION

I put this eBook together to help people to take a closer look at other things they can be doing to help them earn an extra flow of income, based on my experience for the past three years in building a Cash Cow Business.

This eBook is a simple guide to help you consider some cash cow businesses and how you can take advantage of it.

I see a lot of people sitting on gold or surrounded by gold but don't know how to get the gold. One day our master will ask us what we did with

the resources He has given to us just like the story in the Bible in Matthew 25:14-30 (The Parable of the Talent)

In the parable of the talent, a master puts his servants in charge of his goods while he is away on a trip. Upon his return, the master assesses the stewardship of his servants. He evaluates them according to how faithful each was in making wise investments of his goods to obtain a profit. It is clear that the master sought some profit from the servants' oversight of his investment. A gain indicated faithfulness on the part of the servants. The master rewards his servants according to how each

has handled his stewardship. He judges two servants as having been "faithful" and gives them a positive reward. To the single unfaithful servant, who "played it safe", a negative compensation is given.

This simple guide will open up your mind into what you have inside of you, the talents you are sitting on so that you can begin to monetize it and create your Cash Cow Business.

At the end of the day when the Master comes, you will have no excuses.

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## Chapter One

# WHAT IS A CASH COW BUSINESS?

**A Cash Cow? Yes, a cash cow!**

**O**ver the past three years of building my network marketing business after losing my job, I woke up to the fact that my network marketing business is a Cash Cow.

## **What is a Cash Cow?**

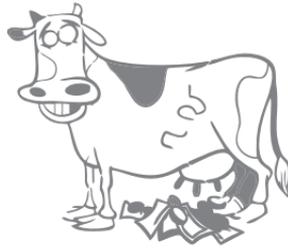
It is a term used to describe a business system. A business you have invested time and money to build from scratch and is now bringing in a steady flow of income from which you can invest in other major projects. You can invest the excess cash generated into another business and it will also help balance your expenses.

A Cash Cow as the name goes is a typical example of having a cattle farm in your yard and going there every morning to get milk for breakfast for the family.

This could be a calf you brought to your farmyard and took time to nature every day for it to grow into a profitable cow.

Everyone can have or create a Cash Cow. All you need to do is to identify it, nature it, and build it.





## Chapter Two

# CHARACTERISTICS OF A CASH COW BUSINESS

- **Solves a Dire Need**

**A** Cash Cow Business is a business that has a high potential for solving human needs and alleviating pain.

The products or services that your Cash Cow provides should be basic needs that will always be available so

far as humanity lives on planet earth. My advice is that do not go into a business venture that takes money from you and bring nothing in unless it is an investment package at the Bank.

- **Comes in the form of an opportunity to Build**

A Cash Cow Business most of the time comes in the form of a business opportunity from which you will have to build a solid foundation. Note that this is not a get rich quick scheme which will not last but rather lead to loss of money. Most of the time people do not take time to build their business and so find themselves in the hands of

scammers. Before you start a Cash Cow Business, make sure that you are ready to start from scratch and build a solid foundation.

- **Will require you to invest an amount of Money**

Usually, a Cash Cow Business would require you to invest some amount of money and this amount is not normally huge per say. With as little as 100 dollars you can start a Cash Cow Business and build it.

- **You would have to invest time in it**
- 

A Cash Cow Business requires you to invest your time in it. Be careful of any

Business that will require you to bring only money and go and sleep, unless of course, it is a fixed deposit at the Bank or a Treasury bill. Note that if you desire a cash cow business, you would have to invest time in it partially or fully.

- **Partnership and Collaborations**

A Cash Cow Business sometimes creates the opportunity for you to join hands with someone or partner with a well-known brand. No man is an island, you cannot do it alone. The money is in a collective effort.

John D. Rockefeller said and I quote “I

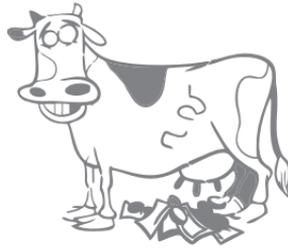
would rather earn 1 % of 100 people's effort than 100 % of my own effort". There is power in collaboration.

Partnering with Longrich Bioscience International has helped me to have a cash cow business through the power of leverage, I work with a team of five thousand plus people. Through this Partnership I have developed other cash cow businesses. All the money I have invested in my other businesses and my personal development plan came from my Network Marketing Business partnership with Longrich Bioscience International.

I would advise you to choose a good

- partnership to collaborate with.
- **Has the Potential to outlast you**

A Cash Cow Business is not usually just a come and go business. This kind of business if well-built will have a long-lasting legacy for your great-grandchildren. When you are building a business, think of the long term, not just for yourself but for your children. I have decided to introduce my businesses to my children as early as possible so I groom them to take over from me when I am old.



## Chapter Three

### **TYPES OF CASH COW BUSINESS**

**I** would share with you five types of Cash Cow Business that I have taken my time to study and also to build. This is because I only want to share with my audience what I have seen work for other people and has worked for me. I have also introduced and helped other people to do this kind of Cash Cow Business.

I can only give you what I have and know works.

## **THE KNOWLEDGE-BASED BUSINESS (WHAT DO YOU KNOW?)**

This is a type of business that one can create a lot of Cash Cow Businesses from. It is like a ripple effect. I will define a knowledge-based business as one that enables you to monetize your knowledge and your expertise. I can even go further to say that with a knowledge-based business, you can monetize your skills and talents. That is whatever you are exceptional at doing which someone will need to

enhance their lives or business.

Examples are, doctors, lawyers, teachers, bankers, social workers, drivers, caterers, nurses, pastors, entrepreneurs, network marketing professionals etc.

*Hot Knowledge-Based Topics that can be monetized*

FINANCE

HEALTH

TECHNOLOGY

EDUCATION

BEAUTY AND COSMETICS

BUSINESS

FOOD

CAREER

## RELATIONSHIPS CREATIVITY

*How do you monetize your Knowledge  
to make it a Cash Cow Business?*

1. Capture your knowledge into Books and sell (Hard Copies and eBook)
2. Offer specialized Consulting Service and let people pay a fee for it.
3. Provide a service with your expertise and let people pay for it.
4. Offer home professional services

5. Teach what you know best for free, show people the what and why and they will pay you for the how to, because you will be seen as an authority figure in what you are offering.

If you have been in a particular field for more than five to ten years or even more, there is something you have mastered that someone with one-year experience needs, Package it and show them the **WHAT** and **WHY**, if they want to know more let them pay for the **HOW** to enhance their lives/status.

## NETWORK MARKETING (THE POWER OF LEVERAGE)

This chapter cannot end without me talking about this Cash Cow since Network Marketing was my first Cash Cow Business. As stated earlier in my bio. I started my Network Marketing business when I lost my banking job in 2016. I had to build my business for almost a year before I started experiencing a steady cash cow. Network Marketing has opened a lot of cash cow business doors for me. The concept of Network Marketing dwells in the background of Marketing. It simply says, partner with a company offering such opportunities, get a

partner slot, use the product and refer other people to use it and you will earn continually and also receive unlimited income from your direct and indirect referral. It is as simple as that.

If you decide to start a Network Marketing Business, I would advise you to take your time to study the company's compensation plan (this is how the company would pay you when you refer people to use its products). When you make up your mind to start a network marketing business, also study the type of product the company has to offer. I can guarantee you that when you build your network marketing business, you

would have a real cash cow in your farm yard.

## **E-COMMERCE**

The world is a global village, and with the high use of social media, there is no doubt that e-commerce is one of the fat cash cows in town.

Every day over 4.5 Billion people use the internet for various reasons. For example, for research, to network, to promote their business and some people go there to spend money.

An e-commerce business is simply having an online shop where people

can view what you have and buy with no inventory through a drop shipping medium. All you need is a good supplier and a ready market. I would advise you to identify your target market and need for your product before you start this business.

Now there are so many platforms out there that one can use to have an online store and sell a product that people need.

When you take your time to build your online store well by getting online suppliers and buyers that is your cash cow right there.

## ONLINE COURSE CREATION

An online course is capturing your knowledge into a form of a course or a program of study and sell it on a hosting site or page online. This is also a very fat cash cow and the returns are amazing.

However, it involves a lot of work at the beginning because you have to sell or capture what people will pay for. And because you are selling information you have to give value to people and provide solutions to their problems and pain.

The initial work is difficult but I tell

you once the final work is out, your cash cow is ready to start giving you a steady stream of income if your online course can service a niche.

I would advise you to take your time to research this and get a good topic prepared and find a good company to partner with you on this.

## **VIRTUAL ASSISTANT**

The last thing I will talk about is the virtual assistant business that is also trending. I am not really into this Business but I know it will help someone.

A virtual assistant provides support

services to individuals and organizations. These services include secretarial, HR services etc. The world is getting to a place where companies will not be able to hire people full time just to type a document or write a letter. I believe that if you form a team, you can start a Virtual Assistant Business. Inform me when you start your business, I would be your first client.

Business executives need so many services like someone working on their PowerPoint presentation, writing for them and many other support services. Please if you have the skills and the ability to do this please start this business, it will grow.

## CONCLUSION

Kindly take your time and go through this simple guide and I am very sure you will identify your cash cow and start working as soon as possible. If you don't move now someone will move.

Kindly contact me if you need help in terms of support and guidance.

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## ABOUT THE AUTHOR

Grace Quarshie is a conference speaker, an author and a business consultant. She spent over seven years working in the Banking Sector, she's an expert in Network Marketing with great success.

Grace began her Entrepreneurial Journey just after she lost her Banking Job. She has trained over 2000 people to become successful in Network marketing and other businesses that provide constant flow of income to them. Her dedication to see her team members and clients achieve results is outstanding.

She's passionate about seeing women in business succeed and becoming a well-known brand.