Created by Mark Ira Lefkowitz
mark@thelemonadegame.com

Conversion of Assets to Highest and Best Use

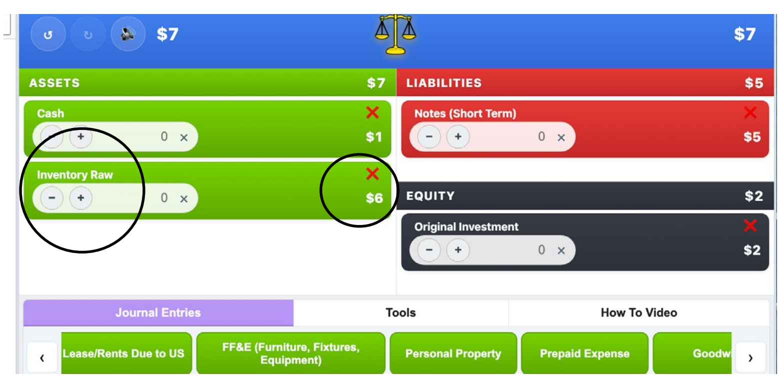
The $7.00 in cash is not earning interest or increasing in equity. Let's get to the real work of making lemonade from lemons. You have a plan that includes ***AIM***:

A= Attention: You paid attention and completed a market study of needs. You start to create the most delicious receipe for lemonade that requires just a hint of fresh lime juice.
I= Intention; Your power of intention is incredible and you will make this a succesful business because your level of desire, intensity, resilience, and grit, are off the charts.
M=Motion: Time to make it happen. You cannot just sit in your seat. You arise and BAMM

You visit the grocer and establish a relationship based a genuine connection of being ***interested***! You purchase the raw ingredients to make awesome lemonade. You spend $5.00 bucks on lemons, 80 cents on sugar and 20 cents on limes. a total of $6.00 spent! These are your batch raw materials or inventory raw

Post by adding a journal entry inventory raw, subtract $6.00 from cash to pay the grocer, then add $6.00 for the purchased materials to inventory raw (the lemons, sugar etc.)

Time to Look, See, Move!



Converting an asset from one form to another to create cash flow or future equity is it!

Also you have drafted a pro-forma, completed due dilligence, and tested on a small scale. You purchased your batch ingredients. You have posted correctly! Your Secret Recipe is perfected. You are moving at 100MPH, ready to put your business and creative theory to work