

There's a whole world out there of people that need you to start that you are now investing your time and your energy and you are stepping up to be that person and that woman who makes investments like this, who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make shit happen no matter what. This is focused fears and financially free. Here's your host Jenn Scalia. Hey, hey, welcome to focus fierce and financially free. This is your quick bite podcast for online entrepreneurs who want to create wealth and freedom with their business so you're in the right place if you're looking for the mindset and strategy to get seen, known and paid online. I'm your host Jen skully up mindset and visibility strategy. Thank you for joining me today and thank you for joining. Meet every Tuesday. Well, you'll get a short 15 to 20 minute audio training on how to build your wealth from the inside out.

You get a little bit of strategy, a little bit of mindset and healthy dose of tough love with 100% authentic, real, and raw advice. On how to navigate this crazy world of entrepreneurship. Today's show is all about the six business moves to skyrocket your success. These are the exact things that I did to go from a floundering coach. Someone who was really unclear, wasn't making sales, wasn't even making offers in about the first 18 months in my business to skyrocketing not only the income, but also the impact that I was making online and being able to go from someone who was shy, who was introverted, who didn't really know what she was doing, who lacked major, major clarity to someone. Now today who has sold over two and a half million dollars worth of products and services on line, so you don't want to mess this up and sewed.

Let's get started. I'm going to actually talk a little bit about my humble beginnings first before I dive into these six tips. I think it's just really important to understand where I came from because it's easy for us to see the highlight rails. It's easy for us to see all of the amazing things that people do and how fast they're able to do it. But a lot of people don't share those humble beginnings. A lot of people don't share the ups and downs and mostly the downside that comes with starting the business and really just trying to figure things out. So I actually started my business kind of in 2013 that's when I decided that I was going to be an entrepreneur. I found coaching. I took my very first class in 2013 I got coaching certified in 2013 and many of you who have heard this story know that it took me over a year to get my first paying client.

So why was that? Right? What was the gap? Why did it take me a year to get a client and then took me such a short period of time to reach these awesome quantum leaps when it came to my income? So that's what I'm going to be talking today. These six things, six shifts really that I made and commitments that I made in order to go from somebody who was struggling, who was unclear, who could barely figure things out to someone who just completely did a one 80 and changed my life in such a short period of time. The truth is that I was hiding. I mean, I wasn't all there. I wasn't sure what to do. I was scared. I had a lot of fear. I felt like I just couldn't do it, so I hid. Instead of actually going out there and showing people my talent, I just hid behind my website, but I never actually did anything as far as getting clients.

I didn't ask for clients. I didn't ask for people to get on the phone. I didn't even have packages on my website at that point. That was in 2013 so in the beginning of 2014 I had some really personal stuff happen to me. I was going through a divorce. I was pretty much losing my house because I couldn't afford it on just my income alone. I was losing everything and my back was against the wall. I knew that I had to do something and I knew that I was either going to make my business work or I was going to have to go looking for a job, working 40 hours a week and probably only making about 10 or \$12 an hour. So at that point, I really made it my mission to make this work. I felt like I didn't have a choice, but I was still hiding a little bit.

My soul wasn't all there. I felt like I was on the brink of something really, really amazing. I finally decided on my niche. I had figured out what I wanted to do. At the time, I was helping women with their confidence and their self esteem, and I thought that that was it, but something still wasn't clicking. I knew that there was just some simple tweak, something in my life that I could change that was skyrocket my business, but I didn't know what that was at the time. But I also knew that I would probably never see it myself. So I needed to ask for help at that point. Real help, not just taking a bunch of courses, watching a bunch of free webinars. I needed someone to guide me, and divine timing brought that perfect person into my life. So in September of 2014 that's when everything changed for me.

From February, 2014 when I got my first paying client, I think she was maybe paying me around \$800 total for three months. And that actually made me really happy. But the problem is that from February until August, I made a total of \$6,715 in my business in eight months. You know, that's less than a thousand dollars a month, right? So from September of 2014 until today, I have been able to skyrocket my income to great links in the millions of dollars in sales from my business. What happened when and how did that switch turn on? I'm going to be talking about exactly the things that I did, the changes that I made to go from making around \$6,000 to making \$60,000 on average a month. So the first thing is that I committed, and you know, in the beginning of 2014 I sort of committed, but not really. I knew I had to do something, but I was still kind of playing around.

I was just kind of hanging out Facebook, being in Facebook groups. Instagram wasn't really putting out my services, wasn't really putting myself out there, wasn't promoting, wasn't connecting with people. Being an entrepreneur, it takes a very special person. I'm talking to any coaches here. Lots of people can coach. A lot of people are born doing it. A lot of people have done it throughout their lives. But actually being an entrepreneur is a completely different story. So if you're ready to go pro and start making money in your business, you have to commit. Commit to yourself, commit to your business and commit to this dream that you have. So I want to ask, do you really want this? What are you willing to do? How far are you willing to go to make this happen? So that it's not just a pipe dream, it's not something that just looks good on paper.

It's not like, oh, I can coach people and make lots of money. No, it takes a lot more than that. So what are you doing? What are you willing to do to achieve these goals? So the second thing I did was invest, and I talk about this a lot because I was someone who was scared to invest in the beginning. My very first investment was a business school, which wasn't cheap at the time. For me, it was about \$2,000 throughout that year and a half, I had spent little bits of money here and there and \$900 a course here, or \$500 course there, \$200 to get my logo done. You know, I kind of was spending all of this stuff, but the biggest investment that I made for myself yielded the biggest results. So all of those little things that I did, I had it up to close to \$20,000 in my first year, but it didn't get me anywhere because I was pretty much trying to Frankenstein my training and figure things out and try to put pieces together and get one thing from one coach and another thing from another coach.

And so it just wasn't working. So I decided that I was going to make that big investment. So investing in your business, it's not questionable. You can't not do it. I paid my coach branding for my website all in one shot, about \$10,000 so I get this question a lot. How did I afford it? How was I able to pay for this if I had no money at the time I was broke, I had to borrow money from my parents for my son's tuition for school. I was feeling low, pretty low at that point. I mean, it was pretty much like my rock bottom. I knew I had to do something. I knew I had to bring someone on board. I knew I had to invest in somebody if I wanted to get the results and that's what I did and how did I afford it?

Good question. I afforded it by hustling and having faith. I sold things. I sold in the old engagement ring that I was holding onto. I sold some things that were laying around the house name, brand clothes, things like that. I had a yard sale. There are so many different things that you can do outside of your business to hustle for money if you really needed it. If you're really committed to investing in yourself and your business, and that's what I did. The money was hard. I'll admit it was hard to put that amount of money out every single month, but somehow some way, every month when it came to making that payment to my coach, I had the money in the bank. So those little programs and things that you do, they can serve as a good foundation, but trying to figure this shit out on your own is not work.

Bottom line, you need a coach. There's nothing that provides a level of support and accountability that a coach or mentor time, and I will always have a coach or mentor even though I am what you consider to be successful. So even though I got to where I wanted to be and it's so much bigger than I ever thought, now there's a whole new level. Now there's a whole new goal. So I'm always going to have somebody on my side. I'm always going to have that coach or that mentor the guidance because I like having somebody in my corner and I know that it did amazing things for my business and so I will continue to do that. The third thing is that I actually just listened. So if you do decide to invest in a coach or mentor, it's really important to take what they say and listen.

You hired them for a reason and it's because you value their opinion. It's because you trust them. It's because you're not where you want to be and everything that you've done up until that point hasn't worked the way that you wanted it to and take their advice. For me, it's made all the difference. I was a very controlling person, especially when it came to my business and my life. When I had a coach, I kind of had to let go of control. I had to surrender and say, you know what? You've been where I want to be and what I've been doing so far is not working. So whatever you say, whatever you tell me to do, I'm going to go out there and I'm going to do it. Now at the same time, you know, I want you to also listen to yourself and also shut out the noise of everyone else around you.

And what I mean by the noise is everyone else's opinion. We all have one. So I see a lot of people in groups that will constantly ask for opinions, constantly ask for advice, and all you're going to get is a shit ton of other people's different opinions. People who aren't experts giving you their opinions, telling you what you should do and it's all well and good and I know that they're just trying to support, but your business is way too valuable to outsource on Facebook. You're just going to get more confused. So really focus on the big goal and what you and your coach are we doing together and go out there and get it done. The fourth thing is to take action. So this is probably the most important step. Taking action is going to get you money in the bank. Taking action is what's going to get you the clients.

It's going to help you get even clearer on your messages, your services, your ideal clients. You can think about it all you want, but until you actually do it, you don't know. So you may think you want to work with a certain type of person, but you've never coached anyone. How do you know you don't? You don't know unless you do it. So along the same lines, you can have a ton of ideas in your head, but unless you actually get them out into the world, it means nothing. Action is a thing that doubled my income in a month. Action is what got me to my first five figure month now. It wasn't easy. I busted my ass to get where I'm at. I hustled, I promoted myself and I just want you guys to know because I hear this come up a lot. People feeling weird about promoting themselves or they just feel like they're going to be sleazy or salesy and it's not a sleazy, it's your job.

You have to let people know that you exist. You have to let people know what you do and what you can offer them. So I use this example a lot like I actually love to use real life examples as opposed to online

entrepreneur examples. But I think about huge corporations like McDonald's, Coke, Cola, Starbucks, they still promote. Do you think that not everyone in the world already knows about these huge companies? Of course they do. And they're still promoting. They're still buying commercials. They're still putting out billboards. They are still creating new monthly promotions and sales, right? Does anybody get turned off by that? Does anybody think it's sleazy? It's not. It's your job. You have to get out there, you have to hustle, and you have to let people know that you can help them. Number Five is don't Stop Aka, don't quit. Things are going to get rough.

This is not an easy thing to do. Being an entrepreneur is definitely not for the faint of heart. It's not for the quitters. And if not always a fun ride, shit is gonna get hard. You will have doubts, you will have fears, you will think that it's all been done before. So why even try but don't stop. You have something amazing that you have to offer. You have something different to offer and this is what separates the successful people from the unsuccessful people. The only people I see that don't succeed as a coach or an entrepreneur is because they quit. They quit too soon. They stopped trying. It got too rough for them. So if you're in this and you really want to make this happen, you keep going even when things get tough, keep going. Number six is my absolute favorite and this is to be yourself, be an absolute alignment with who you are and what you do.

For a long time, I was kind of living this double life when I first started my business. I'm still trying to figure things out, but I knew that what I was doing at the time I just wasn't aligned with. I just didn't feel good about it. I didn't even want to go on Facebook and tell people what I was doing or how I was helping people. Whenever I went to write a blog or guest posts, I hated it. So I knew that even though I was good at what I was doing, even though I thought that this is what I was supposed to be doing, it wasn't, and it wasn't until I got in total alignment with what I was really, really good at and how it could help people, that things started falling into place for me once I was actually at the point where I was like, yes, this is exactly what I'm supposed to be doing.

These are the exact people I'm supposed to be helping. The floodgates opened. That's when things really started to happen. I had joy and excitement when I was talking about my business. I wanted people to know what I did. I wanted to shout from the rooftops. I knew that I could help people, so this, that being totally in alignment, being yourself, we'll just make that journey so much easier as opposed to doing what you think you should be doing as opposed to doing something just because you're good at it, even if you hate it. I know a lot of people come from corporate and they have these backgrounds and they have these skills. On certain things and they're like, Hey, I'm good at this. Why not just package this up and create something around this? But I find that it's not actually enjoyable for them. It's just something that they fell into.

It's something that they learned to do because they had this specific job for about a certain amount of time, but it doesn't bring them joy. It doesn't fulfill them. So being really in alignment with what you're doing and having the passion show is also going to help you be successful and make more money. So just to recap, the six things are to commit, invest, listen, take action now. That's the most important one. Don't stop and be yourself. So now five figure months are my new normal. I've actually had over 55 figure months in a row. And I'm not saying this to brag, I'm not saying this with arrogance. I'm telling you because I want you to see that anything is possible once you decide to get in the game. And that's what I did. And I did it by doing those six things. Probably more than those six things.

But those were the main things that really turned it around for me. So that about wraps it up for today's show. I want to thank you again for tuning in. I really hope that you can take some of these lessons and

start to apply them in your life and business today and see just how you can skyrocket your own success really, really fast. So if you are ready to take action, if you are ready to invest in yourself to skyrocket your business to 10 x Your Business, I would love for you to check out my two signature programs, the six figure success path and the 10 K lab. Depending on where you are in your business, I can totally help you make some major moves. So head on over to the show notes for today's episode@jennscalialia.com forward slash e 16 that is the letter e and the number 16 and there you'll find all the show notes for today's episode along with the links to six figure success path and the 10 K lab.

Make sure that you also come back for the next episode where I'm going to be talking about the seven reasons why coaches lose confidence. This is going to be a big one because this confidence, clarity, certainty that you have in your business, in your life and what you're doing in your purpose makes a huge difference. It really facilitates attraction. It really facilitates sales and people just literally coming to you wanting to buy from you. The moment that you lose confidence, you start to lose sales, so you don't want to miss the next episode. I will see you back here next week.

Let's keep this conversation going. Join us in the private discussion group, the ambitious babe where ambitious, driven online entrepreneurs go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at [Jenn scalialia.com/tribe](https://jennscalialia.com/tribe).