

There's a whole world out there of people that need you to serve them. 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 it, who is driven, who is ambitious, who is going to make shit happen no matter what. This is focused, fierce and financially free. Here's your host, Jenn Scalia. Hello, hello, hello and welcome to the show. This show is all about how to create your online empire, how to step into being the version of you that you need to be in order to increase your bank account, call in the right clients, grow and scale your business. And I am your host Jen Scalia. I am a visibility mindset strategist and again, I just want to thank you for joining me.

There are so many things that you could be doing with your time and the fact that you're here with me right now, I have much gratitude for you. Don't forget, a new episode is released every Tuesday. So make sure that you tune in weekly for that. And if you're just joining us, make sure that you binge on some of the other episodes because they are great. This is exactly what you need if you're looking to grow your business and scale your business on line. So in today's episode I'm going to be sharing with you how to create windfalls of cash into your business. Now this is going to be good. I am talking about who you have to be, how you have to show up, how to naturally and effortlessly attract people, money, opportunities into your life, into your business. I am excited for this episode.

So let's dive right in. One of the concepts that I have in business is, you know, there's different ways for you to sell, right? You can sell passively, meaning that you maybe have some stuff, automated funnels in place or have you know something that goes from your opt in into a product you can sell actively. That means you are actually out there every single day reaching out to people, putting offers out there, making calls to action on your lead magnets and in your videos. I also think that there is a way for you to just always be open for business. So one of the things that people always say to me is, you know, you're always launching something and the reality is that's not true. I don't believe that a lot of this stuff that I put out there, I don't consider that a launch.

Well, I consider it a launch is something that I have prepared for. I've planned for my entire team is on board with this. Everything is planned out months in advance. There is intricate email systems. I usually have some sort of bootcamp for some sort of challenge or webinars, something to kick off the launch. You know, doors open, doors close. I do Facebook ads, I do retargeted ads. I try to get visibility in other ways. There's just, you know, a lot that goes into a launch. So every time I put out a product I'm not launching, I'm essentially just being open for business by offering multiple different products. So we talked about this in one of the Q and a, so I'm not going to get too deep into it, but essentially you really need to be open for business all the time. No matter what it is, not enough for you to stop selling.

None of the other major retailers, huge companies, billion dollar corporations, car companies, retail stores, they don't ever stop selling and you have a business and you need to take on that philosophy as well. Never stopped selling. Now it could be a combination of passive with you know, automated systems and active selling, whatever it feels good for you. So what I want to talk about today again is how to create windfalls of cash in your business with an aligned offer. Really just creating something that feels amazing. Creating something that without filter you are just like, I want to get this thing out into the world. And usually this is an idea or a thought or something that comes to you when you aren't expecting it. So it's not the type of offer where you sit down with your notebook or your laptop and you're like, great, I'm going to come up with the best offer in the world.

Typically this offer comes to you as a result of something else. You know, maybe an idea you get from talking with a client and you're like, wow, this is a really great idea. Now I know a lot of people get these

downloads and they get these ideas, but they never do anything with them. The reason why is because they overthink it. They start making it very difficult thinking that they have to have certain things in place. Then essentially what they do is talk themselves out of it, right? Or they talk themselves out of being excited about it and then it's just flops if they actually do put it out there. So what I really want to impart on you is that whenever you get it to download an idea, it is absolutely okay for you to put this idea out there and put this offer out there without everything being perfect, without overthinking it and really just coming from the heart.

Because that's when people buy. I will give you an example. So I actually did a quote unquote launch for a product. To be honest, the, the outcome wasn't what I wanted at all. It wasn't what I expected. Now that I look back, I can see where I went wrong and I'm making adjustments to that now, but I decided then a week later to put another offer out there. This offer was more aligned, it had a clear outcome. I felt really, really good about it. I was excited about it. I was excited about the results that I can get for people. The offer has pretty much sold out within four days. I have brought in so much cash over the last few days that it blown my mind that I was able to put something out there with no sales page, no Facebook ads, no challenge, no launch, nothing, you know, basically just couple emails and some Facebook posts and I've gotten so much interest versus the other product where I put all this time and energy into it and you know, looking back, I do feel like, wow.

Yeah, there was a total difference in energy there. There was a total difference in alignment. There's a total difference in like how I showed up. I really just want to give you some tips on what you can do when you have an aligned offer so that you can bring windfalls of passion to your business very easily, very simply, very effortlessly without having to do all that other stuff. Now there is a place for launching. There is a place for us to get really dialed into our marketing, but what I'm talking about specifically today is that aligned offer is that download that you get and how do you use that to create an influx of cash in your business that feels good. That's easy and that's quick. So first things first is being literally so freaking aligned with this offer that it just feels amazing. If you think about your offers and you may even consider maybe some other offers that you currently have or have put out in the past.

If you don't have an idea for one yet, there's usually a piece of that that doesn't feel good. So it may be the delivery of the product, it may be the amount of people in that program. It may be that you said you were going to do one on one calls, but you don't really want to. It may be that you know there's a Facebook group, but you really don't enjoy being in Facebook groups in your courses, but you feel like you have to. So there's usually something that is misaligned when you're thinking about this new offer, this exciting offer, this inspired offer it needs to be, and nine times out of 10 it is until we talk ourselves out of it. But it needs to be aligned as fuck. Like it needs to be so freaking aligned that you are just like, oh my God, this offer is amazing.

I love this offer so much that I can't wait to sell it. Right? So we all have this like stigma around selling and you know, putting ourselves out there and selling too much and coming across as sleazy or pushy or whatever words that we use. Right? Annoying. Maybe. But once you're aligned with this offer, you should love it so much that you can't not sell it, that you can't not talk about it, that you literally are just excited to talk about it. That's what I want it to feel like, and honestly that's how I want all of your offers to feel like, but I want to just like I said, focus on this aligned and fired offer that we're just going to put out there and we're not talking about a full on launch your signature program or anything like that, so love it so much that you can't wait to sell it.

Be excited when you're excited. Other people get excited too. When you're excited and you're putting out the good vibes and the good energy and you're sending that email or you're doing that live stream or you're doing that Facebook posts, people feel that energy and they're like, man, I want what she, what does she have? They want to know more. They want to be in your space. They want to stay on your list. They want to read your emails and want to watch your livestreams. So be excited about the thing that you're putting out there. Don't stop talking about it. No matter how annoying you might think you're being, no matter how much you think. Like while people are going to get tired of me talking about this, who cares? You have something that is so aligned them so many things that can help people, that can get results, do not stop talking about it at all, like just keep going and it will catch on and the right people will hear it and it will be shared and that's how you're going to make your sales next along with being aligned is just really believing in your offer.

Really believing that whatever you're putting out there is going to transform someone's life or business or relationship or body. Believe in what you're selling because when you believe in what you're selling, it's very easy to sell it, right? And we don't give ourselves the excuses or we don't have that lack of competence and we don't have doubt that this thing is going to change somebody's life. That's when it sells. Think about when you may have your own product or service out a product that you enjoy or a service that you really like that has gotten you results, that's transformative. That changes your life, that feels really freaking good to you. You tell people about it, you tell your friends about it, or you're just like, oh my God, I just bought this thing. It's awesome. You should try it. Or I just got a massage at this place.

It was incredible. You should definitely check out this girl. It's very easy for us to sell other people, right? It's very easy for us to sell things that feel really good that got us results. So I want you to feel that way about your own product. Believe in it, believe in it so much that you know that by not putting it out there and by not selling it, and by not telling people about it, you are doing a disservice to the people who need you. The next thing I want you to do is intuit a number and then go all in. So essentially what that means is use your intuition to decide how many people you want in the program and or a dollar amount. And then obviously you can work backwards to figure out how many people you need in there, the price, use your intuition, don't question it, don't overthink it.

Usually that first price that pops into your head is the right one. So go with that and go all in. Like literally go all in like your life depends on it because honestly it does, right? Like if we don't go all in and we continue to perpetuate this like procrastination or you know, just not selling, are people not buying or not being excited, we're just in the cycle. We're in the cycle of nothingness. So go all in like your life depends on it. Now I want to just also give you some questions to consider when you're coming up with your inspired offer to create windfalls of cash into your business. So what will you do when you start to feel this deflated? Or if I should say you start to feel deflated, how are you going to keep the momentum going? Because here's what happens most times, most times we're so excited, we're ready to put it out there.

We start talking about it and within the first maybe day nobody bought, right? Or we've gotten inquiries, but people aren't making the move. Then we start to think that something's wrong with our offer. Then we start to pull back. Then our energy gets slow, then we start to feel deflated and that starts to spread like wildfire. So I want you to really, if you've done all the steps that I talked about, you know before this, this shouldn't be an issue. But if it does come up, I want you to be prepared. So how will you or what will you do if you start feeling isolated? How do you keep the momentum going and continue to

believe in your product and continue to have faith in your product? What it feels like no one's buying or not enough people are buying. So in other questions you can think of is why is this so special?

I'm not going to get too into like strategy of like how to actually create your product, but why is it so special? Why is this something that people need? Why is this different? Why is this so near and dear to your heart? Why do you believe in it so much? So why is your product or program so special next beyond money? What will this do for you? Okay, so we already know that you know, selling your products and creating cash in your business is going to do something for you. We already know that, but I want you to think a little bit beyond that. Like what will that actually do for you? Will that make you feel accomplished? Will that make you feel like, man, I am so ready to serve these people at a higher level. Do you think that it is going to give you credibility, authority?

What will this do for you beyond money? And I want to give you just a couple more little tips here because I don't want this to go too long. I really want you to go out there and, and take action. And maybe that idea isn't going to come to you today. It might just by listening to this through my come to you later on. It might come to you tonight, might come see you next week, but when it does, I want you to come back to this lesson and I want you to do everything that I told you because once you do that, that will create those windfalls of money into your business. And the best part about this is you can do this all the time anytime you want, so you can repeat the process and go over it over and over again. All right, so the last few things are love the people that you are enrolling.

Love up on them. Be really excited for them. Be grateful for them. Welcome them with a warm, open heart. Be excited about the transformation that they're about to have love on your people, right? Because we know that when we are grateful and we show gratitude and we're really excited about the things that we currently have, we get more so don't neglect, like don't stay so focused on like to continue to enroll people or to get new people. Make sure you don't to love on the people that already enrolled that already said yes that already paid you money. Be Determined but not desperate. So once you have that number or you intuited that number and you know, like this is what I'm going for. Expected. No it act as if it's already done. It's done. But be determined to make that happen. Go all in. But do not be desperate because as soon as you're desperate, as soon as you're needy, as soon as you feel like you know you're clingy and you, you just like are wanting this thing so bad, then poof, like it's gone.

Right? Like you're not going to get it. So be determined but not desperate. Believe that you can do it. So we talked a little bit about believing in your product, but believe in you. Believe in the fact that this is possible for you, no matter where you are right now, no matter what your list sizes, no matter what last month looks like, because things can change in a freaking instant. The right opportunities can come to you. Out of the blue clients can come out of the woodworks and I really want you to believe that. I really want you to know that beyond the shadow of a doubt that those things are absolutely true and that just because you maybe had a a bad month last month or maybe you've been on a cycle or maybe you've been on a plateau, it does not mean that this can't happen for you in an instant.

I've seen it happen for my clients, I've experienced it for myself and I know that things can change so rapidly and so quickly for you that it's really incredible. It's like a miracle. So believe in that. And then finally, one of the tips that I got from a really dear friend probably about three years ago, was don't quit until the cart closes. So if you are going to have like an open cart or a close date or a start date, literally do not quit until that last hour. Keep going. Keep sending out the emails, keep jumping on live stream. Keep enrolling people, keep talking about it. Keep sending out those private messages. Keep on, keep on

and keep on until that card is closed especially or you know, even if it feels like it's not going to happen, even if it feels like you're so far off your goal or nobody's buying, like keep pushing forward because again, it can happen so quickly and people buy at the last hour always because that's just human nature.

So do not quit until the cart closes. I hope that you take this lesson, apply it to something maybe that you already have or be open. Ask maybe when you're journaling tonight, ask for a download. Ask for an idea for a new product that you can just put it out there. And the thing that I want you most to remember is do not overthink. Follow your heart. Follow your intuition and just put it out there. Just believe in it and love it so much that you can't not do it, that you will not procrastinate, that you will not talk yourself out of it. That's what I want you to do. That wraps it up for today's. Thank you so much for tuning in. Make sure that you head on over to [Jenn scalia.com](http://Jennscalia.com) forward slash e five that is the letter e and the number five and download the journaling prompts for this episode I've put together just a super quick one page download for you so that you can get into alignment with what you have to do in order to create windfalls of cash into your business like right now.

So make sure that you head on over there it is [Jenn scalia.com](http://Jennscalia.com) forward slash e five and be sure to come back for the next episode where I'm going to be sharing with you the truth about debt in your business. So this is something that has been just such a prominent topic within my community and within my clients. I really feel like this needs to be talked about more, and if you have debt in your business or if you're scared of debt in your business, or maybe you don't have debt and you're trying to figure out how to grow and expand your business without getting into debt, this is the episode that you don't want to miss.

Let's keep this conversation going to join us in the private discussion group, the ambitious bay, but 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 scalia.com/tribe](http://Jennscalia.com/tribe).