

In today's episode, I'm going to be sharing with you, the reasons why you need to make your business work and why you need to do it. Now I'll be sharing some alarming stats and truths that you absolutely need to hear. After this episode, I can pretty much guarantee you that a fire will be lit under your ass to start making some big moves and bold decisions in your life and business. 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, who is driven, who is ambitious, who is going to make shit happen no matter what this meant for millions. Here's your host. Welcome to meant for millions, the 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. Genophage formerly known as Jen Scalia, success and mindset strategist for entrepreneurs who really want to build a sustainable and predictably profitable business. Make sure that you join us each and every week where you'll get a short 15 to 20 minute audio training on how to build wealth from the inside out. There is absolutely no fluff here. You'll get a little bit of strategy, a whole lot of mindset and a healthy dose of tough love with 100% authentic role and real advice on how to navigate this crazy world of entrepreneurship. So I created a post on my personal Facebook page a few days ago, called 3.5 million reasons to step up and make your business work. The reason why I did this post and I'm elaborating on this podcast is because I heard some really alarming truths and stats about retirement and being able to live well over a lifetime.

I wanted to share that and explore more because it actually was really heartbreaking for me. I afforded myself this particular opportunity in starting a business and being able to create sustainability and consistency and wealth over a lifetime. But there's so many people out there who have not done that yet. They have not really gone all in, in their business. And you know, the fallback is, I guess I could just get a job, right? And those of you who have family or spouses or friends who see you trying to make your business work, what's the GoTo for them. The GoTo is like, Oh, how's your little business doing? Or why don't you go get a real job that is just ridiculous. In this point in time, in this day and age, at least here in the U S there is no guarantee when you have a job, not anymore, there is no safe and secure way to build your life and build your wealth, unless, and until you go all in on yourself and your business, I actually went on with my family and I had a conversation with my mom.

She is in her mid sixties, she's a nurse. And I was like, mom, what are you going to retire? You know, it seems like she's been working before ever. She tells me she has about a year and a half to two years left. And I was like, wow, really? I thought that the retirement age was a lot younger. I guess I just never really looked into that or never really thought about it. So I actually just Googled and I was like, what's the retirement age? Now, if you're born after 1970, the new retirement age is 67. And that was really alarming to me. I was just like, Holy crap. That is a lot of time, right? I mean, just think about if you, we started working when you were 15, 16, 17, something like that. That's 50 years of work. And that is you have to work that amount of time in order to receive the social security that you've been putting in this entire time working.

Right. So if you don't make it 67, then you lose money, basically. So anyway, I know that a lot of us are entrepreneurs here, but I wanted to really put this into perspective because what happens is there's people in our life who see what we're doing. They see us trying, they see us wanting to, they make the business work and sort of look down on us, which is really interesting, right? They look down on us and it's always like, Oh, how's your little business going? Is your business still doing well? Or when are you going to get a real job? And here's the reality. There are no more guarantees. There are no more promises when it comes to working a quote, unquote stable or steady job. Like it just isn't enough. Look back on the past six years months with the pandemic and everything happening.

Those people that have the safe and secure jobs don't have that anymore. The real, only way for us to guarantee that we're successful, that we have wealth over a lifetime that we get to live an amazing life is to go all in on your business to do whatever it takes to make it work is to bet on yourself. That is the only guarantee. So I want to go back to this kind of retirement thing, because this part is relevant. If you are a business owner, in order to retire comfortably at like, let's say a hundred thousand dollars per year income, you actually need to have saved up. Whether that's net worth in stocks and assets or an actual cold, hard cash, three and a half million dollars. That's what they're saying for us to be able to retire and have a six figure income, basically in retirement, that's a pretty hefty amount of money, right?

If you're somebody who's kind of been slacking or you haven't been going all in now is the time what you desire to create this amazing life. It does take money. It takes sustainability. It takes wealth over a lifetime. I know that, you know, a lot of coaches and things teach like how to make money. Let me just say, it's easy to make money online, but there's a difference between knowing how to make money when the opportunity is there. And when it's easy and building a sustainable business with consistent income and growth that will create wealth over a lifetime. There's a big difference between those two things. And what I do is I help my clients with the ladder. I help my clients really create sustainability, really create congruency so that they can have something that they're proud of, that doesn't burn them out. And that will pretty much outlasted them because in order to create the life that you want, you need these things.

Anyway, after this conversation with my mom, I really started thinking about things and I was just like, Holy crap. That means, you know, I'm almost 40. I don't know what the age range is of our listeners here. But I would say, you know, a lot of people are around my age, maybe in the thirties, maybe a little bit older. So if you were working a job, right, if you listened to your family and friends and got that real job, that stable job, that means that you would have to work an additional almost three decades, 30 years in order to be eligible for social security. Most likely that social security on its own is barely going to cover your living expenses, right? So you also have to have a retirement plan savings, all of that stuff. And I don't know about you, but there is no way in the world that it would even consider working an additional 30 years for someone else, just a little bit basic life.

This is why you need to bet on yourself. This is why you need to make your business work, right? You owe it not only to yourself, but you owe it to your family. You owe it to your children. You owe it to the people who you are meant to help in this world to do so. So now is the time for you to really step up and give it your all and make this work. Whether that means taking risks, whether that means investing in yourself, whether that means re doing everything in your life or revamping your entire business to really create this longevity and sustainability now is the time to do it. Speaking of age, I will be 40 next year. And the way that I look at it is I always used to think like 40 was old, right? Like, don't they say that 40?

I don't know if it's 40 or 50 is like over the Hill. And I'm just like, Hmm, it's interesting. Right? Because if you live to, like, let's say an average age of 80, that means that you have the same amount of time left to live. Then you've already lived. We can look at that in different perspectives. But for me, that's actually pretty cool. I don't know about you, but I am determined to make my forties and fifties, the best years of my life. I intend to blow my twenties and thirties out of the water in terms of living an incredible life. Again, what do you need to do that? You need money. You need wealth, you need consistency. The honest truth is that a lot is going to change a lot is going to change over the next few months. A lot is going to change over the next few years at a hell of a lot is going to change over the next 30 years, right?

Like we have no idea what's going to happen. There is no certainty. There is no longer predictability and how things are going to work in terms of money. In terms of our government, the tables have really turned. And the only way to guarantee success is to bet on yourself. So I really just wanted to put some

things into perspective for you. I know that this is a little bit of a different episode than I'm used to doing, but this hit me in the heart. Like it really broke my heart for the people who don't believe that they can make it work for the people who are considering maybe going back to the job or having people in your life who are consistently telling you to go get a job. Or maybe you're somebody who has like a, like, this is your side hustle and you have the job.

And you're kind of going back and forth between like, what should I do? I'm telling you now, the only way to guarantee your success is to go all in, in the business, that's going to look different for every single person, but the time to do it is now, there are so many more people coming online every single day, which you can look at that as, okay. There's saturation is there even room for me? The way that I look at that is opportunity. There's so much opportunity for you to get your piece of that pie. By 2025, the course industry, the online learning industry is going to be at 325 billion with a B. There is so much opportunity to be had. There's so much wealth to be created and made. So stop stopping yourself because I know that this is typically what happens. We get into our own heads.

We get into mindset stuff, you know, continue to listen to this podcast because I help you. I can help you work through that stuff. I worked through this stuff with my clients. They make some really Epic changes, very, very fast. This is your three and a half million reasons to step up and make your business work. So that wraps it up for today's show. I want to thank you again for tuning in. I really hope that this lit a fire under your ass, and you are just ready to go all in, ready to bet on yourself, ready to make this really work. Like really, really works. Stop playing small and go out there and get everything that is meant for you. So you can actually head on over to the show notes@jennscaliam.com forward slash E 66. That's the letter E and the number 66. I always have some goodies over there, some extra things for you.

I also have a transcript of today's episode. If you want to download that and make sure that you come back for the next episode where I'm also going to be dropping some bombs for you. So if you're loving the podcast, please subscribe so that you don't miss an episode. And it would also really, really help us to get this show in front of more people. If you leave a review for us, if you're loving this show, and if you're new here, head back into some of the archives, some of the older shows that we have there so much goodness in this show, and every episode is short and sweet. So get the most out of it. This is what I'm here for. I'm here to really just help you create something really Epic in your life.

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 scaliam.com/tribe](https://www.jennscaliam.com/tribe).