

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 is focused, fierce and financially free. Here's your host, Jenn Scalia. All right, welcome to the show. This is your quick bite podcast for online entrepreneurs who want to create wealth and freedom with their business. You are 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 Scalia, visibility and mindset strategist for entrepreneurs who really want to make an impact. I want to thank you for joining me and make sure that you're joining me each and every Tuesday where you'll get a short 15 to 20 minute audio training on how to build wealth.

From the inside out. You'll get a little bit of strategy, a little bit of mindset, and a healthy dose of tough love with 100% authentic, raw and real advice on how to navigate the crazy world of entrepreneurship. So I have a treat for you. In today's show, I'm going to be talking about the importance of [inaudible] purpose in your business. And I think that this is a great way to kind of kick off the new year and as we think about our goals and our legacies and the things that we want to achieve, everyone's super excited about making shit happen and going out there and doing this stuff. But a lot of times what happens is that fades away and it fades really quickly. And the reason why is because there is no purpose in the business. So that's what we're going to be diving into today. Let's go ahead and start the show today is all about the importance of purpose in business.

And this is something that has always been near and dear to my heart because when I started my business, there was a need. There was a longing and a yearning inside of me to create this business because I was at a time in my life where I had just experienced two layoffs in a matter of two years in the corporate world, and that really bothered me. It really, you know, got me to a point where I decided that I never wanted anybody else to dictate how much money I had coming in, whether I would get paid, how much would you know I'd be able to provide for my family. That was a really the start of this particular business. Even though I had businesses in the past, they were all kind of side hustles. There were things that I was doing in addition to working.

I never had this grand vision to completely go out on my own and rely solely on myself and my purpose to create something incredible. When I started my business, I did not have this vision of making millions of dollars online of being able to impact tens of thousands and hundreds of thousands of people with my message, with my content, with my programs. It's really crazy and it's really, you know, incredible as I'm approaching year seven, so seven years from when I decided that I was going to go out on my own and six years since I've actually got my first client. So if you have not heard that story before, I definitely encourage you to go back and listen to some of the other podcasts where I share a little bit about the story and how it took me an entire year to get my first client. I really believed that it was because I started the business out of need, but there was no real purpose behind it until my back was up against the wall until I really, really had to make a decision to go all in with it.

So ever since then that is has been what has driven me. I really feel like I am living my purpose. I really feel like this and only this if what I am meant to do every day for the rest of my life. I show up every single day like it's my job. It's literally my job. I show up like I could be fired at any moment and it's because this is my purpose. And if you don't feel that connection with you, what you're doing with the work that you're putting out there into the world with the business that you have, then a couple of things I think are going to happen, right? So either number one, you're going to get tired and bored and frustrated with the work that you're doing because there's no attachment, there's no connection to why

you're doing it and why you would put yourself through something that most people on earth would not even attempt to do.

Or at some point, the business that you're currently in, you may want to just burn it all down to the floor and start over and really, truly look for, is this my purpose work? Is this the thing that I just can't not do? When you're at that point in your business, that's when magic happens. That's when [inaudible] infinite about of opportunities come to you. That's when clients start coming out of the woodworks. That's when your posts go viral and people just start to really, really notice you because there is passion and desire and purpose in the work that you're doing. You're not just doing it for show. You're not just doing it because you have to. You're not just doing it because your coach told you or somebody else said that you should do this. You're literally doing it because you can't not. And that is where you want to be when you are creating and growing and scaling a really purpose driven business, which hopefully those of you who are listeners here are in that camp, right?

I really want you to think about your vision and now this vision, it must be bigger than yourself. I think too often our goals are very shortsighted. We're just not connected to it. You know, it really is just like, okay, I have to pay my bills or I have to do this or I have to do that so I'm going to have a sale or I'm going to do a livestream or I'm going to, you know, put myself out there. And what happens then is that if we don't get those immediate results and we don't get what we're wanting in that moment, then we get really frustrated and we start to think, I don't know if I'm cut out for this or I don't know if I want to do this. And that's why resentment starts to build. So you really wanted to make sure that you're locked in and connected to your vision, but this vision must be bigger than yourself.

The vision has got to be expanded way further than you are right now, right? Because where we are right now, our thoughts, our emotions, our processes, our operation, it's coming from who we are right now, right? And most of us being really purpose-driven and wanting to grow. We want to start operating at that next level version of ourselves. So when we think about our goals, when we think about our legacy, when we think about the vision, when we think about our purpose, we must expand further than who we are right now in order to really see and really get that connection and feel for why we're doing the work that we're doing, why we truly are doing the work that we're doing. I want you to think about your legacy. I had an amazing friend who I was telling her about my legacy and launching to leave a legacy and she said to me, Jen, why can't you also live your legacy?

For me, it was like, Oh my gosh, mind literally blown. Of course, I also want to live my legacy, so instead of only thinking about what do I want to leave behind, I started to really think about like in five 10 20 years, who do I want to be? Who do I want to be known for? What kind of life do I wanna live? Right? What does my life and my business look like? When I reached that next level, it really got me to expand further than what I could possibly see for myself right now where I'm at. So expansion is going to be the key also to really connecting in with your vision and your purpose. You really want to look within, when you're thinking about purpose, there are so many articles and blog posts and trainings and things about finding your purpose, right?

People always want to find their purpose. They want to find out what it is, and honestly, it is inside of you. You really have to tap in and think about what are my strongest desires? What are the things that I'm most want in this life? What are the things I'm not willing to sacrifice? What are the things that these are the things that are like the ultimate dreams for you. That purpose, when you find out what that purpose is and how you can fulfill that, that will drive you. Your purpose will spark creativity. It will spark excitement, and when you infuse that into your business, people can't look away. People cannot ignore

you. You must not only connect with that purpose. And live that purpose, but you also have to be on purpose. And as I was thinking about this podcast and what I wanted to say on today's training, the words just on purpose kept coming to me.

Even though we're talking about purpose as a noun, as a thing. I also think that your purpose is a verb as well, right? Like we have to be on purpose. Like we have to show up every day on purpose. We'd have to show up with intention, we have to write and create and connect on purpose. So in addition to connecting with your purpose, you also want to connect with being on purpose. What I love about this is I actually thought about my first business name when I first came online, which was about seven years ago. Like I mentioned in the beginning, my business name was awesome on purpose and I loved it. Actually, you could actually go to [awesomeonpurpose.com](http://awesomeonpurpose.com) right now and it'll take you to my website, but it was just so funny how things go full circle. And this is how I know that today, now, even though it's taken some years and a lot of time and a lot of figuring things out that I am on purpose and then I am with purpose and that every single day I show up and I do it because there's no other option for me.

That's where you want to be in your business because when you are in that place in your business, you shine, people are attracted to you. You become not just another person online, not just another influencer, not just another coach, but you actually become a leader. You become someone that people want to be connected to. You become someone that people want to follow. People want to check your Facebook and they want to check your Instagram stories and they want to see what you're doing because that purpose and that drive and that creativity and the excitement that exp arcs is very, very attractive. It is magnetic. So I want to leave you today with a couple of journaling questions or a couple of thought provoking questions. You can either write them down or you can just sit in a quiet place and really think about what these are and it'll help you tap into what your purpose is.

How do you want to leave this earth? Okay? Not to get more of it on you guys, but we're all going to go at some time. What do you want to leave this earth with? What story do you want told about you? Right? A lot of times it's easy for us to think about, Oh, here's the story I want to tell, right? But what about the story that is going to be told about you? What do you think your children or your children's children will think or say about you? Really think about that. That is where the deep work is. That is where the deep purpose is going to be found, right? That's in that legacy. So we talked about legacy earlier in this audio. What is that legacy? What do you want to leave? And also what do you want to live? What are the legacy that you want to live in this lifetime?

What do you want to create? What do you want to accomplish in this lifetime? The most important thing I want you to remember when it comes to legacy, you don't have to wait. You can absolutely live it now. And if you listen to some of the other audios and podcasts on this show, I talk a lot about this. I talk a lot about just being and living as that next level version of yourself. Here's the deal. When you have purpose and vision, you can't stop yourself from taking action. And after working with so many coaches, so many entrepreneurs, so many people, I mean literally I've had thousands of customers and clients. The thing that stops most people in their tracks, it's themselves. It's their fears, it's their stories, it's their beliefs. At the start of this year, really looking outward like you literally have the rest of your life, right?

So what I want you to do starting, you know, at the beginning of this year and really just with this incredible outlook and seeing the rest of your life essentially, is to think about what is the purpose? What am I truly, truly here for? And if you can answer that question and then be able to take that answer and infuse that into your business, that's where the magic is going to happen. So guys, I thank you again so, so much for being here with me. And I want you to share your purpose. Head on over to

[inaudible], my free Facebook group, the ambitious babes@jennscalialia.com forward slash tribe. And I want you to share it with us. I want you to tell us what is your purpose here? What are you going to leave? What is the legacy that you are living? I cannot wait to hear from you. So that wraps it up for today's show.

Again, I want to thank you so much for tuning in. I really hope that you enjoyed this and you really start to play around with the real reasons why you're in this business, why you've started this thing on your own, what the legacy is that you want to leave, and really stepping into leadership because that is what doing this is all about. That is what being a coach or a change maker or an influencer is really all about. It's about leading others to be able to live their best lives or have the best business or have great relationships or great bodies or great health, right? So we really have to step into that and I would love, love, love for you to join me for the unleash the leader challenge which going to start on January 20th so you can get all of the details@jennscalialia.com forward slash E 33 that's the letter E and the number 33 all the details on the unleash the leader challenge and how you can sign up there so that you can really take your purpose and take your mission and infuse it into your content in how you show up every day online and really start to make an impact.

Really start to create a tribe of people who want to move with you, creating a movement, creating something that's actually long lasting, and that's going to be your legacy. So head on over to Jenn scalialia.com for slash E 33 and you can get all of the information on this free challenge and register. We start on January 20th

let's keep this conversation going to join us in the private discussion group, the ambitious Bay, but we're 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.