

And if you've ever felt like you're holding yourself back because of a fear of rejection or judgment or what people may think of you, you're going to love today's episode where I'm going to be talking about how to overcome this idea of rejection and really get over yourself and get over your ego so that you can show up powerfully in the world. 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 happen no matter what this is meant for millions. Here's your host, Jennifer Faith. Welcome to meant familial the podcast for online entrepreneurs who want to create wealth and freedom with their business.

So you're in the right place. You're looking for the mindset and strategy to get seen, known and paid online. I'm your host, Jennifer Faith, success and mindset strategist for entrepreneurs who want to leave a legacy who know they're meant for millions who want to build a wildly profitable business each and every week, you'll get a short 15 to 20 minute audio training on how to build your business from the inside out. I'm super excited for today's episode, because this is something that really held me back in the beginning of my business and caused me to kind of lose a lot of time, right? It took me about a year to year and a half to really understand this and push my business forward. I don't want you wasting that time. Let's go ahead and dive into today's episode on how to overcome rejection in your business.

What I'm going to be diving into is overcoming and also mastering rejection. So this is something that comes up a hell of a lot when it comes to my clients and my audience, and, you know, people just really taking rejection hard or taking it really, really personally. And what that does is it actually holds you back from doing the work that you need to do. So the first thing I want you to know is that the fear of rejection is all ego, right? So if you really think about why you're afraid of rejection, or maybe you're not putting yourself out there, because you're an avoidance of rejection, that's actually something that I did when I was in the beginning stages of my business. You know, I was putting out content giving lots of value, but I didn't ask for phone calls. I didn't ask people to work with me.

I didn't even have a work with me page on my website. And now looking back, I realized that the reason why was because I just wanted to avoid rejection altogether. Right? So it wasn't even like I had this fear of rejection. I mean, I guess I did, but it was more like, I'm just going to avoid this right. Instead of tackling it head on. So I just want you to know that it's all mental, right? Like it's all really just your thoughts about what you think other people think of you. Some of the concepts that I'm going to be talking about today are going to definitely rebut that rejection is defined as the dismissing or refusing of a proposal or an idea. If you look at it that way, it's very easy for you to not take it personal. Right? If you look at it from the perspective of it's just the wrong offer for the wrong person, maybe it's the wrong timing.

There's so many different reasons why people would say no to you as I'm creating this, I'm really thinking about people saying no to your offer, right? People that are saying no one discovery calls and things like that, but this can also apply for really anything. So maybe there is an opportunity that you got turned down for. Maybe there was a speaking engagement, or maybe you pitch yourself to a podcast or a blog post and you didn't get it. I really just want you to know that it is not about you. It is about that. And if you can see it that way, you can separate this fear that you have of rejection with the rest of your business. So that's really how I want you to start to see this going forward. I want you to let them know, empower you, right? So if you happen to get a lot of rejections, so, you know, maybe it's just once in a while, you know, when people get on the call, they say, no, it's not the right time.

I don't have the money, whatever their excuses. But if you see that this is a pattern that I'm wanting you to let them know, empower you. So if you're constantly just getting people saying no, or it's too much money, or I have to think about it or whatever, you know, the excuse that they give you, then I want you

to take it as a sign that something needs to change. So allow that to empower. You allow that to push you, to create a better business, to push you, to create better messaging around your offers, to push you, to act different, show up different, talk to different people. If you're noticing that like this is a pattern. If you're noticing that people are always saying no. Now with that being said, I want you to also know that statistically 99% of people will not buy from you 99%.

That is pretty much almost everyone. Now, obviously when the numbers get bigger, your numbers and your conversions are going to get higher as well. But statistically speaking, and these are proven statistics in the coaching consulting online course creation model. Only 1% of people convert. Now, obviously, if you're really good, if you have a really strong connection with your audience, you can convert much higher. But even then the conversion at a like a high conversion would probably be like 2% or 4% or maybe 6% right now, if I look at the grand scheme of things, as far as how many people are on my list or how many people are in my audience, I do hover around the 1% conversion. If I think about just my list and just the people that are opening my emails, the conversions are a little bit higher, so you can go higher, right?

And as you do that, as you get better and conversions are going to be higher, statistically 99% of people will not buy. So want you to just remember that when you're putting stuff out there, I want you to focus on that 1% or 2% or 3%, right? I want you to focus on that smaller percent versus focusing on the 99%. And that's where people fall into this trap of getting bogged down or feeling bad about themselves or thinking that they're not good enough because they're so focused on the 99% of people that aren't going to buy. That's another perspective shift for you. It's like, okay, not everybody's going to buy, like, that's just a proven statistic. Some people are going to binge on my free content. They might comment on everything I do. But when it comes down to buying, they're just never going to buy, right?

And that doesn't have anything to do with you, right? That is them and their choice and what they desire to do at that time. So focusing on the 1% focusing on that small percent of people that will buy, it's going to completely shift the way that you show up for those people, which will in turn, actually increase your other conversions with the 99% focus on the 1%, not the 99%. You know, this is very similar to, this is something that I've heard, you know, for many, many years around how, if you walk into a room, let's say there's a room of a hundred people and one person doesn't like you, or doesn't care for you, or just, you know, maybe they're just indifferent. We would be so busy focusing on that one person that doesn't like us versus focusing on being present for the 99 people who do now, why do we do that?

Right. It's kind of like we're self-sabotaging and punishing ourselves. So focus on the people who do want your stuff, focus on the people who are your ideal client, focus on the people who are eventually going to buy versus focusing on the people who don't. Now, I also want you to remember that it is supposed to be difficult. I mean, this is, you know, a huge, huge industry that we're in a multi-billion dollar industry that we're in, but it's not an easy, right. And if it was easy, everyone would be a millionaire already. Everyone who decided that they wanted to be a coach or consultant or whatever would be making it. And that's just not the case. So I want you to know that it is supposed to be a little bit difficult for you to get that. Now, obviously once you learn more and you grow more and you evolve more becomes easier, but you have to push through that initial toughness first in order to really get to the other side.

So I want to tell you just a quick story, and then I'm also going to be sharing one of my favorite sales mantras. That's a one thing I want you to know too, is that when you are doing a discovery call or you are maybe chatting somebody up in messenger, they're warm lead. Like they kind of already know who you are. They've seen your stuff, they've gotten your emails. Maybe they seen a Facebook ad. This is nothing compared to the sales people out there who are like making three to 500 cold calls to people all day long, all day long. And they're getting rejected probably about 99% of the time. So the mantra is

some will some won't. So what next? So if you've done any kind of sales training, you may have heard this before. Some will some won't. So what next? And it's funny because, so what is kind of, one of the things that I do in my group programs, my higher level group programs what's so what or who cares?

Right? Cause we have all these excuses. We have all these things that we just want to make up and talk about and kind of like make excuses for why we're not doing what we're doing or why we feel a certain way. And I always say like, so what, who cares? So if somebody unsubscribes who cares, right, you're just making room for somebody who actually wants to buy from you. That's the mantra. I'm also going to be posting a few more mantras in your journaling section for this particular lesson. And then I just want to tell you a quick story, because this actually blew my mind. So I was working with a coach back in, I want to say 2016 to 2017. Someone who's super smart has made millions upon millions of dollars. And when we were having like our little VIP day together, I was telling him that I suck at sales.

I just kept telling myself this story about, I suck at sales. I suck at sales. And I think obviously I had a little bit to do with the fact that, you know, I wasn't converting everyone. Now, mind you, I have sold over two and a half million dollars worth of coaching courses and programs online. So I'm must not be that bad at sales. Right. But I kept telling myself that story, I'm bad at sales, I'm bad at sales. So my coach asked me, well, how many people are you converting? So if you get people on a discovery call, how many do you convert? And I told them maybe around 50 to 60% and he just started laughing and he's like, well, how many do you want to convert? And I said a hundred and he started laughing again. And he's like, Jen, if you could really convert a hundred percent of prospects, it means that you're doing something wrong.

It means that you're priced too low. And I thought that was just a really interesting perspective. It's kind of like, we want people to say no to us. We want to make sure that we're getting just the right people. If people are just, you know, left and right. Saying yes, yes, yes, yes, yes. But it's an indication that our pricing is probably too low and they're actually going to end up taking advantage of us and also probably be pain in the clients. So anyway, I just wanted to share that story because that's like a completely different perspective. I used to be in that space to where I wanted a hundred percent conversion rate. And it's just not reality. If it is the reality, then there's something wrong, you know, just getting up to, you know, maybe it's like your rejection number or your rejection rate that you feel comfortable with.

Right. So if you're doing a bunch of discovery calls or maybe you do launching in different ways, what is the percentage that you want to convert and focus on that percentage? Right. So if you're on sales calls, I think that the average is one in four. So that's only 25%. So if you're converting at 40, 50, 60, 70%, you're doing well. Even though there's some people that are saying, no, it doesn't matter. Do not focus on those people, focus on the people that are saying yes. So that wraps it up for today's show. I really hope that this helped you kind of see what we call rejection differently and really how to put that ego to rest so that you can show up powerfully. You can show up in your purpose. You don't have to worry about what other people think of you. Only the people that actually matter.

So hopefully this turned a stone for you and gives you that boost to really just go out there and be yourself, shine your light, do the work that you are meant to do on this planet. I actually have some show notes with the journaling prompts over@jenscalia.com forward slash E 89. That is the letter E and the number 89. And you can download the journal prompts with today's episode, go through those really open yourself up to showing up way more powerfully online and putting that ego to rest. So as always, thank you so much for being here with me. I know that there's a million other places you could be right now. And the fact that you chose to spend it with me is an honor. If you are loving the show and you don't want to miss an episode, make sure that you subscribe. And also if you are really loving the episode, please head on over to iTunes and leave us a positive review. This will help us reach more amazing entrepreneurs like you, who are committed to creating incredible change and transformation in

the world. And don't forget, come back next week where you'll get another quick bite training to build your business from the inside out.

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](https://jennscalia.com/tribe).

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