

In today's episode, I'm going to be sharing with you. The three things you need to create revenue on, repeat in your business. I'm talking consistent predictable income month after month after month, 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 meant for millions. Here's your host, Jenna, faith.

Hello, and welcome to Metro millions. The podcast for online entrepreneurs who want to create wealth and freedom with their business. So you are in the right place. If you're looking for the mindset and strategy to get seen, known and paid online, I am your host, Jennifer, formerly known as Jenn Scalia, success and mindset strategist for entrepreneurs who want to leave a legacy and build a sustainable and predictably profitable business. Make sure that you join us each and every week here. Well, 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% raw and real advice on how to navigate this crazy world of entrepreneurship. I am super stoked for today's episode.

I'm going to be sharing with you the three core pillars of creating revenue on repeat. That means consistent income month after month. That means predictable income. That means you're walking into every single month, knowing that there's money coming in, knowing that you have clients on the books. That is really the ultimate goal of us being an entrepreneur. It's that security it's that safety. So I'm super excited to dive into these three tenets today and really share with you how you can create this in your business too. So let's go ahead and dive right in to today's episode. So how sweet would it be to walk into every single month with consistent and predictable income, whether it's \$5,000, \$50,000, \$20,000 or a hundred thousand dollars, whatever your goal is, there are three things that absolutely must happen in your business in order to create that sustainability in order to create a business that is going to be long lasting that you can count on.

And that also is going to allow you to live your life. It's also going to allow you to really only do the things that you want to do in your business and still make the money. This is ultimately where we want to be as entrepreneurs. And, you know, there are so many ways to do business. There are so many ways to make money online. And I think a lot of times we equate making money online with how much we're showing up online or how much we are posting or how much we are going. And I want to really dismantle that myth that the money is in direct correlation to how often you post. Because if we really think about it, that is a slippery slope that is going to get us in trouble. For sure. What if we get sick and what if our kids get sick?

What if something crazy happens? Like what happened in the beginning of this year? But if you know, something happens to your spouse, what if you just want to take time off, right? Like what if you just want to do the things you love, how are you to ensure that you have this consistent income? So this is what we're going to be talking about today. These are the three tenets that I teach every single one of my clients. And once you nail these three things, you're really going to be able to see how this can work for you and your business, and make sure that you stay until the end of the episode, because I actually have an amazing surprise for you where we're actually gonna be able to go even deeper in these three foundational things. So as you know, if you have listened to this podcast for some time now, I like to keep these episodes short and sweet.

And to the point, the reason why I do that is because I don't want you wasting a whole lot of time consuming content. I don't want you wasting a whole lot of time doing the things that you really don't need to do in your business. And I really want you to be able to take what I share and take what I give

you in these episodes and go apply it. Like my vision is that you listen to this short episode and you get the ideas turning and the wheels are spinning. And you're like, Oh my gosh, I'm going to go do this in my business now. So let's talk about these three things that you absolutely need in order to create revenue on, repeat in your business, consistent income walking into each month, knowing, knowing that you've got that money on the book, and that's such a good feeling, you know, it feels like freedom.

It feels like safety. We all want this. We don't want to have to go into each month and wonder, what am I selling? What am I doing? What if people don't buy, how am I going to pay my bills? How am I going to pay my expenses? Not only that, but what about the things that you actually want? What if you want it to go on vacation? What if you wanted to buy a new car? What if you wanted to do some upgrades in your house to also be able to know that you have extra money for that, that you have overflow and you can be confident that your business is actually producing income, not only income, but profit for you. So number one is the cashflow formula to how to create your consistent five figure months. So I actually have a previous episode on this where I will link to essentially what you want to do here is create a business model that allows you to leverage three core offers and know that those offers are paying, you know, they are bringing in the money and paying for your expenses every month.

You know, they're going out, you know that these are your offers. You know, that when ever you are going through your business, that you're going to be launching one of these offers where you're going to be enrolling for one of these offers. So the way that most of us are taught is that we start at the bottom, right? So we hear this a lot from marketing gurus. It's like, start with the cheap thing. I start with the thing that is \$7 or \$27 or \$10 book or something that makes it really easy for people to, to just say yes. And then the idea from there is that we move people up, what they call sort of a ladder, right? So once they buy your \$7 thing or your \$27 thing, then we moved up to the next thing and to the next thing and to the next thing, I feel like that's completely and totally backwards.

Why? Because to actually make income and profit in your business, which is what we all want. You need to have a very large volume of people paying you \$7 paying you \$27. So for me, this is backwards. This is like, what comes first? You can, or the egg, right? So it's like, you're going to have this small price product, but who are you actually selling it to? And do you have enough people to buy that small product every single month so that you can sustain your income? Most likely, no. That's why that method doesn't necessarily work. So what I like to do is I actually like to work from the top down. So instead of starting at the low end, I like to start up top at the high end, what is my most high touch, most high value and most expensive product. Usually that's a one on one service.

If you're agency, maybe that looks like a done for you service, it could also be a mastermind really, depending on what kind of business you have. But essentially the idea is this is an expensive product or a hype ticket product. And it's stretched out over a long period of time. I'm not talking about yeah, six week thing or 10 week thing, or even a two or three month thing. I'm talking about something that is high ticket and also long. So six months, nine months, 12 months, what this does is it, is it guarantees that you're going to have clients now, number one, and number two payments. So you will obviously have some people that pay you in full, but the majority of people, especially for a higher ticket program will opt for the payment plan. So that means that you have someone that's going to pay you anywhere from one to \$3,000, maybe even more, depending on where you are in your business every single month for at least the next six months or 12 months guaranteed income right now, obviously as a business owner as well, we have to factor in the idea that some people will default on their payments, but if you're doing the right things and you're calling in the right people, that won't really be a problem for me, most of us.

So start at the top. What is the highest ticket offer that you have? Is it a one on one? Is it a mastermind? Is it a done for you to lock in those clients for that six to nine or 12 month period? And that guarantees

that each and every month you have those payments rolling in. Then I go into what I call the mid tier offer. So this could be something that maybe is in the range of one to \$3. Total. My mid tier program is actually the level up lab and that is a \$5,000 program, but in relation to my one-on-one and in relation to my mastermind, it is a mid tier for me. So think about a mid tier offer something that's a little bit more expensive, but not as high as your one-on-one or your mastermind. Now, this program is something that you can get more people into.

You still don't need a high volume as you would, if you were selling a \$7 product or a \$25 membership, but you could get a good amount of people into this program. And again, you're going to have those people that are going to pay you in full, and then you're going to have people that make payment plans or that make payments with the payment plan. So you'll also now stacked on top of that high ticket, offer that number one offer. Now you're also going to have these additional payments from your mid tier offer as well. And then you can go down to your third one, because as you're doing this, you're also building your audience. So as you're doing this, as you know, Hey, I have this money coming in from my mastermind or my one-on-one. I have this money coming in from my group program, or my course, now that I have an audience now that I have this base income, now I can offer something that's maybe a little bit lower ticket, maybe something that's 200, 300 or \$500.

So I like to work backwards. I like to work from top to bottom because that's going to ensure that you have money payments clients coming in every single month. If you start at the bottom again, you're going to need high volume in order to even make that worth it for you. Not only that, but if it's a \$7 product, that one person is only going to buy that \$7 product once, which means that every single month you go in, you have to find more and more and more people to buy that low ticket. So that's number one, really understanding and creating a business model and creating offers that allow you to have cash flow payments and clients every single month. Number two is your feel good marketing method. We've also done an episode specifically on this, which we will link. The reality is that launching is not for everyone, even though launching is highly talented in the online coaching industry.

It's not necessarily for everyone. You can do different things like having an open enrollment process. You can do different things like have people get on the phone with you and just put them into a program that has rolling enrollment with the feel good marketing method. This is crucial because we tend to get swayed. We tend to see shiny objects and think like, Oh, maybe I should do that. Or maybe I should try that. Right? We get a shiny new platform like tick-tock or IgE reels. And it's like, Oh, I should jump on that. Right? Reality is for some of you, maybe, you know, if it's something that's easy for you to pick up and it's fun and it feels light and it feels like effortless, then go for it. But for many people, it feels like just another thing. And it feels difficult and it feels hard.

And it's like, Oh my gosh, I have to do this now too. Or, Oh my gosh, I have to learn how to do this in order to now to grow my business, different things, work for different people. And honestly, what I say is that there are so many things out there that work in terms of marketing. You can do webinars. You can do challenges. You can do training series. You can do live streams. You can do emails. You can do Facebook posts. You can do LinkedIn. You can do Pinterest. You can do YouTube, Instagram. You can do a million million things to market your business and guess what? They all work. They all work. But you have to find the one that works for you. This is a really big one here, because if you're going to look at or see somebody online or see somebody you look up to and you see that maybe something's working for them, maybe you see somebody that is crushing webinars, or maybe you see somebody that does a 365 day live stream challenge.

And you think, well, it works for them. So I should do that. Right? Anything that comes along with a should, we want to immediately throw out of our business. We want to create a business based on desire. We want to create a business that plays to our strengths. That feels easy, effortless, slow. And

that doesn't happen when we're doing things because we should, again, back to let's say we see someone that we admire, that we trust that is crushing it with a webinar. And so we feel like I should probably do that. I should try that because if it's working for that person, maybe it'll work for me. But the reality is if you're not in line and in tune with doing it webinar, or you feel like, Oh my gosh, this is going to be so much work. Or what if nobody showed up, it will never ever work for you when we're there thinking about our field, good marketing methods.

We wanted to think of that. A couple of different things. We're going to think of number one platform. So different platforms that you want to be on. I agree, obviously don't believe that you need to be on every single platform. Maybe I have a little presence here and there, but I think that you should actually have one to two really active platforms. Those are the ones where you're going to show up. Those are the ones that feel easy. Those are the ones that are effortless. You know, if you didn't have a business, like what social media would you be on? Would you be on LinkedIn? No, I probably shouldn't be on LinkedIn because it's probably going to feel like pulling teeth to be on LinkedIn. Would you be on Facebook? Would you be on Instagram? So you want to consider your platform. The next thing you want to do is you want to consider your strict.

So we all have different strengths, which will determine our marketing method. Some people are really, really, really good writers. I'm one of those people. So I love to utilize my long story, Facebook posts and my email list. Some people are really good speakers, so they can do things like a podcast like this or a live speaking engagements. They're on stage. Some people are really good in person, so they may want to do networking events. Some people are amazing on video. Those people should absolutely be doing live streams all the time. Now, if you suck on video, but you see I'm one and you're like, I should probably do that because they're doing it and it works. But when you get on video, you know, you come across as not smart or not relevant because you're nervous, you're doubtful and it doesn't feel good and therefore it won't get the results.

So the second thing is knowing also where your strengths lie. Is it speaking, is it meeting with people in person? Is it being on camera? Is it speaking in terms of like a podcast or something like that? So you will also want to consider that when you're considering your feel good marketing method. And then the last one is more of in terms of, you know, the actual marketing strategy. So do you want to do a challenge, a webinar, a live stream series. Do you want to host at any event with this particular part of the field, good marketing method, this is something that you probably will have to test out and you probably will have to try in your business in order to determine what works and what feels good. But if you do the first two things which are to know what your platform that you want to be on and what your strengths are, it's going to be easy for you to figure out what that feel good marketing method is.

So that is number two for revenue on repeat just a quick recap. Number one is to create a business model that allows you to have consistent clients and payments month after month for a long period of time. Number two is to really settle into your feelgood marketing method, the platform, the medium, and how you're going to market and promote your products and offers. And number three is the most important. And so if you've listened any amount of time to my previous episodes or have watched me online, you hear me talk about mindset a lot. And really it is the mindset and the energetics that you need to master in order to create this consistent income. Because if our mindset is messed up, or if we continue to doubt ourselves, we're going to be on that hamster wheel or we'll be on a plateau, or we might go backslide in our income.

So what I see happen a lot is that people will have maybe they'll have a really good month, but then they let their own demons get in the way, their own doubts. They start overthinking. They start wondering if I can just do this again, and what if I don't do it again? And I feel like a fraud and they let the mind go wild. And what that does is it creates a self fulfilling prophecy of not getting what they want. So mindset

is really crucial in terms of like creating the consistency, knowing, and having the confidence that you can have longterm clients that you can charge certain amounts of money. I also believe that there's a lot of coaches out there. The majority of coaches, I'm gonna say the majority of coaches are undercharging, they're undercharging, and I'm going to actually be sharing with you in a few minutes, what I'm going to be doing to dive deeper into this so that you can charge more, create this feel, good marketing method and create the business model that suits you, but mindset and energetics is number three.

It's the thing that really you've got to work on on a daily basis, on a consistent basis, being really intentional and being really purposeful with getting yourself into that next level, with getting yourself in the frequency of being able to have money every single month. It's crazy because I know that we automatically think like, well, of course, Jen, I want money every month. Of course I want 10 K months. Of course I want 20 K months. Why wouldn't I want that? But subconsciously, if you're not prepared for it, or if you're not energetically aligned to it, or if you're not in the frequency of receiving it, you won't get it. So mindset is one thing that is super, super crucial. Your mindset, also your energetics, how you're showing up what your energy is like, how people are perceiving you, what your vibe is. These things are so important when it comes to creating the type of business that we have when it comes to creating a business.

That really is you in the center, right? You as a personal brand, we have to have these things in check because no strategy in the world, you know, I could give you the step by step process to hitting 50 K months. And I've given that away. I've literally given that secret away because I know that without the other things and without having the mindset without really having the belief that you can do it, it doesn't matter. So the strategy is important, but it is such a small piece in terms of what is really needed to create consistency and predictable income in your business. So I am really excited to announce something. I'll be talking about it in just a few minutes, but I want you to really take note. I want you to take note of how you're feeling when I talk about these things, what comes up when I talk about creating these like longer term offers, what comes up when I talk about increasing your prices, what comes up when you think about trying to figure out what marketing method is right for you and maybe leaving some completely in the dust?

Like, what if I told you, you know, what? You never have to do a live stream again, would you even believe that? So I want you to really pay attention to your feelings as you're listening to this episode, as you are thinking, and as the wheels are turning in terms of like what you're going to do in your business and really take this, take this to heart, really start to plan, really start to think about how I'm going to structure my business with these three tenets to make sure that I am creating consistent income each and every month. All right. So that wraps it up for today's show it really hope you enjoyed this. And I always take this, implement it, apply it in your business. This is gold. If you really want to go deeper on this, I have a really wonderful surprise for you.

I'm actually going to be doing a week long training series, starting Monday, October 5th, called revenue on repeat where we're going to actually be going deep, dive into these three pillars so that you can really understand what your unique business model and cashflow formula is so that you can really get a handle on what your feel good marketing method is. If launching is right for you. If this is really the Avenue that you want to go down, but most importantly, how to really embrace and embody the mindset and the energetics to create those consistent months, also the certainty and knowing that that money is going to come to you every single month. So if you'd like to join us for that week long training series, you can head on over to jennscalia.com forward slash live. L I V E. Or you can head on over to the show notes@jennscalia.com forward slash E 70. That is the letter E and the number 77 zero over there. I'll have a little bit more information on the week long training series, exactly what we're going to be covering the dates and all of that good stuff. So thank you so much again for being here on this podcast today, and I hope to see you next week.

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