

There's a whole world out there of people that need you to serve, that 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 Jen Scalia. Welcome to focus fairs and financially free your quick byte podcast for online entrepreneurs who want to create wealth and freedom with their business. 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 Jen Scalia mindset and visibility strategist and I want to thank you for joining me for another episode. Now, make sure that you join us each and every Tuesday.

Well, you'll get a short 15 to 20 minute 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 this crazy world of entrepreneurship. In today's episode, I'm going to be talking about how to sell without selling out way too many people are scared of selling or have a really negative view of it and today I'm committed to changing that for you and sharing with you how not selling is actually doing a disservice to the people who need you. So what I going to be sharing with you today really comes from my personal experience with starting my online business and being afraid to sell [inaudible]. Really thinking that selling was sleazy, that it was froze, that it was hard, and also just not making any offers at all in my first year of business because I was scared of rejection.

You know, I, I made literally \$0 million the first year of my business because I was scared to sell. I didn't even have a work with me page on my website. That's how fear really had a hold on me at that time and you know, over the last few years I've really learned that selling is a gift. Being able to sell it as a gift, being able to share your expertise in your guidance with other people that need you is also a gift. And that's kind of what I want to dive into in today's episode and really just giving you some tips and some different ways in different perspectives to look at selling. And then I'm also going to be sharing with you why I think you need to be selling every single day does literally everyday how you can do that in a way that just doesn't feel overwhelming, that doesn't feel icky, that doesn't feel pushy because those are all words that are associated with selling so well really the first thing that I want you to think about is what are some of the stories that you have around selling?

What are some of the things that you've been told or have even experienced when it comes to selling that makes you not want to sell or makes you not want to sell as much? So just kind of keep that in mind as you're listening to today's episode. The first thing I really, really want to drive home because I really think that this is probably the important part when it comes to selling, is to be in absolute love with your offers. A lot of times what I see is that people are selling things that they think are going to make them money. They're selling things that they think they should be selling versus selling things that they're absolutely in love with. And let me tell you, when you are in love with your offers, when you are in love with how you're going to be serving people, you almost can't not share it.

You know? So that's why I really feel like this is the first step is really getting into alignment and getting in tune with the offers that you're putting out there with how you're going to help people. Because if you have a product or a service or an offer that you know is transformative, that you know is going to change somebody's life, why on earth would you not sell it? If you are in complete and total alignment with the offer, if you are completely in love with the offer, you will not be able to shut up about it. So I really believe that this is the first step, right? Because if you have this, everything else is going to be really easy because you are just not going to want to stop. You're not gonna want to keep this to yourself because you know how impactful that it is.

So step one is to always be in absolute love with your offers. Now if you have an offer, you have a product or you have something that you feel like, oh, you know, this is, this is okay or this, this is really good content, but maybe there's something about it that maybe isn't an alignment. So maybe it's the way that you're delivering the offer. Maybe it's the length of time, maybe it's the pricing. You know, you definitely want to dive into that and decide like, do I want to keep this in its current format even though I'm not in love with it? Or you know, what are the simple tweaks and things that I can do in order to make it so that I am so in love with the offer? Right? So that's the first step. The second thing is lead with value always.

So I really believe that if you have the right harmony with your free content and with the value that you're giving to your audience, it kind of gives you a permission, let's just say, to be able to sell all the time, right? So if you're always giving value, if you're always sharing content and posts and tips and tricks and really showcasing your expertise and letting people know what you have and you're doing this, you know, in a variety of different ways, you may be doing some free PDFs or opt ins or challenges or live streams or videos or whatever. The way that you like to share your posts, as long as you are leading with value always you can sell whatever you want, whatever you want, just as like a rule of thumb. One of the things that I share with my clients to do is to at least share for value posts to every sales post.

So basically what this means is, you know, sharing content, sharing expertise, sharing tips, videos, whatever it is that you have, do at least four of those for every sales posts with a CTA that you do. This is also going to be relevant when it comes to your email lists. So if you are constantly leading with value in your email list, the same thing's going to be true. You know you're going to be able to, or quote unquote, have the permission to be able to sell to that audience. Now you don't want to just create a list and be selling to them consistently and constantly without value. There's a little bit of a caveat to this and I just kind of wanted to explain this because if you're on my list and if you're not, definitely go to JennScalia.com and sign up for my list, but I send an email daily to my list.

Now a lot of the emails are promotional and I actually have a call to action in every single email. However, the email is always lead with value. There's always some value first before I make the ask, so that's just what you want to remember and remind yourself up is have I given enough value to be able to ask for the sale? So leading with value is tip number two for how to sell without selling out and it's really gonna also feel very fluid like making that offer, making that CTA, asking somebody for the sale. It's going to feel really more like an extension of your free content. It's going to be an extension of the value that you've already given them. They're getting all this stuff from you, they're seeing you as the expert, they're seeing you as a leader. The very next step is for you to say, this is how I can help you.

Do you want details? Do you want to know how? Reach out to me if you're interested, right? The calls to action can literally be that simple. Now we're not talking about calls to action today. Maybe we'll talk about that on a different episode, but I really just want to continue to give you a few more tips here on what you can do so that selling becomes very fluid, becomes very easy, just becomes part of who you are. The next thing I want to talk about is how to have people chase you and sell themselves on you. One of the things that I always talk about with my clients as well is you don't want to be the one that's chasing. You don't want to be the one that feels desperate. You don't want to be the one that's always like having to go get clients, like how different would your life be?

How different would your business feel if people were just coming to you all the time? Out of the blue, people were emailing you. People were going to your website and filling out a form to have a

consultation with you. If people reaching out to you on messenger, whether it's to tell you that they love your content or to tell you that they want to know how to work with you. This is the mindset that I want you to be in is how can I show up so that people are naturally drawn to me, that people actually want to be in my space? People want to be in my energy. If you haven't listened to the previous episode where I talk about the six laws of attraction, I highly recommend you do that because this really plays into this as well. Essentially, the idea is for you to create the content, lead with value, be in love with your offers, that you are so magnetic to people that you aren't having to be desperate and beg people to work with you, but it kind of switches like it's the other way around and people are like, how can I work with you?

What do you have to offer? How can you help me? That's essentially the mindset that you want to be in. So you do this by all of the things that going to be talking about today, and I'm actually going to be sharing at the end how to sell every day. Now, if you're not sure what to sell, ask, I don't know what it is about us entrepreneurs. Maybe it's that we don't want to ask for help or we don't want to seem like we're not sure or that we are tattering ourselves or that we are an expert at what we do. But honestly, if you're unsure about what your audience wants and what people will buy from you, what do you want to do is literally just ask them like, there have been so many times in my emails, in my Facebook posts where I asked people, Hey, this is what I would love to do for you.

Where do you feel like you need help most? Where do you feel like you're struggling in your business? What would it look like if you had Xyz? What do you feel like is missing in your business? And these are all really like fluid and easy questions that you can ask people, whether it's on your email list, you can ask your current clients, you can ask your past clients. If you have a Facebook group or Facebook page, you can ask in there. You can be really creative with an Instagram story and have a poll, but literally people are dying to give their opinion. People are dying to let you know what they want. The caveat of this is that you don't want to just create what people are telling you that they want. You also want to make sure that you go back to number one, which is being in love with the offer, right?

So if you have a lot of people that are asking you for, you know, something specific and you're like, Ooh, I don't really love that, right? Or I don't really love that topic, then you're gonna want to really evaluate in your business like our, my ideal client. Really people that are already in my audience because people are asking you for something that you're not in love with. Then it's a kind of an indication that you're doing your marketing wrong or that your messaging is unclear. Your audience will tell you exactly what they want. So make sure that you ask them what they want. You can even do a survey. You know, one of the things that I highly encourage everyone to do about every three to six months is to do a survey to their audience, to their list, to their Facebook group, and really understand and find out what they need, what they're struggling with, and how you can help them.

So the next one is to give people options. A lot of people will talk about how you should just have one offer and you should hit it home. With that offer, you should super focus on that offer. And I'm quite the opposite. I really believe that you should give people options to work with you, right? The more ways that somebody can work with you, the better. Because the way that I see it is that those are, there's more ways that people can pay you, right? So if you only have one way for people to work with you, either they maybe can't afford that way, or that's not the way they paid, wants to be supported. Or maybe that's just not the area that they are struggling with most at the time, then they won't hire you, right? Like they're gonna find somebody else who can serve them differently.

So I love to give people options, right? Here's an example. Like let's say if I only sold a mastermind, right? I only sold a high ticket year long mastermind that included three retreats, \$20,000 and that was

the only thing I sold. And yes, maybe it was a moneymaker, but you know, there's somebody who loves my contact, who's been following me, who is a raving fan, who reads all my emails, who comments on my posts, and they're just not ready for that level yet. Why wouldn't you? I want to give them a different option to work with me. The other thing I like is these options give people a window to continue to work with you, right? So if they come in at a lower level, maybe it's just a membership group or maybe it's a small group program or a case study or something along those lines, then they see your magic.

They see how connected they are with you. They see the results that they can get from you. They experienced transformation, they're going to want to buy more from you. So that is another reason why I like the idea of having multiple offers and multiple different ways that people can work with you. You know, the other part of that too is just from your own perspective, you won't get really tired or bored of selling the same thing over and over and over again. Another way to look at this is, you know, trying not to, or at least have at least one or two of your offers where you don't limit people with hard close dates. So I know that lots of people teach, you know, a launch style enrollment where you know, there's a cart open and a cart close and you've got to get in at this time or I can't help you until next year.

Well, how bad would that talk if you wanted to work with someone? Maybe you missed their promotional period, maybe you just found out about them. Now you have to wait a whole year to be able to be served by them to be able to be in their course. Not many people are going to wait that long to fix the problem that they have, right? So try not to limit people with hard close dates, at least on one or two of your offers. Now I do a combination of all three, which is evergreen, open enrollment and cart open and cart close. So I will be sharing that on a later podcast. But for now, just keep that in mind. Don't limit, don't always limit people with hard close date and give them different options to work with you because the more options they have to work with you, that means the more options they have to pay you.

And that also allows for you to create a momentum with clients who are going to buy from you over and over again. So now I want to dive into selling every day. Whenever somebody comes to work with me, whether it's a one on one capacity, whether it's my level up lab, I always highly encourage that they sell everyday. I'm going to actually take that back because I don't encourage it. Yeah, I pretty much make them sell every day, you know? Basically what this means is that you have some offer going out every single day. This can be active, it can be automated, it can be DIY, it can be one on one. There's a variety of different ways that you can do this. Now, if you don't have anything specific to sell, if you don't have a program to sell or something like that. Another way to sell everyday is to sell yourself.

That's the other thing that I let my clients know as well. It's like, okay, either selling a product or service or a way for somebody to work with you more, you're selling yourself and by that I mean like you're pitching yourself, you're pitching yourself to press, you're pitching yourself to become a guest expert. You're pitching yourself to write a guest blog post or be on somebody's podcast or collaborate with someone. To me that is still a selling activity because that is going to allow you to get in front of people, to put your offer in front of more people and to grow your audience. So when I say selling every day, it's either going to be selling your product or service or selling yourself. Now there's four ways to do this. There's actually three, but I'm going to give you an extra way based on selling yourself.

So the first one is active selling. So this is going to be something that is not automated. It's always open, it's, you know, people can always sign up for this. Typically this is something like a one on one offer. It's something that is just always happening. You can always get people into your offer, even if you're not launching a product, launching a course or anything else. So this is going to be you actively selling on a

daily basis. Whether that's putting this in an email, whether it's putting it on a livestream, whether it's putting it in a Facebook post and inviting people to work with you. So that's the first way it's actively selling, which is exactly what it sounds like. You are physically doing this every single day. Posting new content, posting new calls to action. The next one is automatic selling. Depending on where you are in your business, how savvy you are, what kind of team you have in place, and what kind of systems you have in place.

You can actually sell every day completely automatically, right? Like completely on autopilot without spending your time and energy posting and making sure that you have emails going out and things like that. So automatic selling is basically you having an evergreen system in place. What I mean by evergreen is that you have something that people can buy all the time is running in the background. You're always selling it. So typically this is going to be something that starts with a Facebook ad or some other types of paid advertising that gets people into your funnel. And then in that funnel you are selling them into a product or service or a one on one call with you or something like that. So that's automatic selling. So if you're somebody who's like, hmm, I really don't feel like posting my offers everyday on my Facebook page or I really don't feel like always pitching on my live stream.

So I really don't feel like always pitching on my emails and make sure that you get some automatic selling in place. Focus on getting these offers on autopilot so that you don't have to do the active selling. And like I mentioned, I prefer the combination of like why not? Why wouldn't I have something working in the background and actively selling, right? So the third thing is personal outreach. So this is another way. If you're feeling like, you know, I don't want to be making pitches every day, I don't want to be making offers every day publicly or on my email or on my social media. Personal outreach is another way to sell every day. So what you could do here is have a list of people who maybe have reached out to you in the past and it didn't become clients, maybe past clients, maybe people who you would love to be clients.

People have reached out to you and maybe the ball got dropped and there was no completion to the conversation. So what you could do is you could choose to do some sort of personal outreach every day as well. You can maybe say, I'm going to reach out to at least one person a day or I'm going to reach out to two people five times today. So this is another way. So that way you're not, it's not appearing like you are constantly selling online, but you are. You're still selling every day. So for me, what I like to do is I actively fell on my email list and then on my Facebook page, I don't really do a whole lot of selling on there. I do a whole lot of value posts on there and then every once in awhile I will do my offer. Obviously if I'm in a launch or something like that, you'll see more offers on my pages, but I really did the combination of all three of these.

So I'm reaching out to people who have reached out to me. I am having things working in the background for my Facebook ads and I'm actively selling on my email list. And the final thing goes with what I was saying with your pitching yourself. So pitch yourself to press, to be a guest expert, to be on someone's podcast who have a collaboration or a joint venture partnership with someone. This is just something that you're always going to want to do. Maybe it's not every day, but maybe this is like a weekly thing. Maybe this is something that you can get systemized. This could also be systemized and automated so that every week you are pitching yourself to grow your audience, to get in front of new people, to get other people to see your offers. This is just another way to sell, right? It's just another way to sell yourself.

So selling everyday is not scary. We really want to do it in a way that feels fluid, that feels easy, that feels fun, and really think about your personality as well. So do you like to actively make your offers on social media? Do you like to just make your offers on email? Do you like to just have something going on in the background and sell through your funnels and Facebook ads or do you like that personal outreach? Right? Do you like to just connect with people one on one and start a conversation and then invite them to work with you? So that is pretty much it for hell to sell without selling out. And I really just hope that this has shifted your perspective a little bit on how easy this can be and also how fluid it can be so that it's not feeling like a hard thing all the time you need to sell every day.

I always say, look at companies like Starbucks, Amazon, McDonald's, Walmart, like look at these top billion dollar companies. Do you ever think they stop selling? They don't stop selling, even though the entire world knows who they are, they're still paying for advertising, paying for billboards, paying for commercials. They are coming out with new promotions and new offers and new things all the time. There's a reason for it, right? And so if you have a legitimate business, if you want a legitimate business, you need to get on that same page with selling every day and I just gave you multiple different ways that you can do without selling out. All right, so that about wraps it up for today's show. I want to thank you so much for tuning in. I know that there is a million places that you could be right now, so I am grateful that you chose to spend this time with me and I really hope that this episode has helped you see selling in a different way and give you the confidence in the conviction to go out there and sell every day and really serve the people that you are meant to serve and help those people who are waiting for you to make those offers, to sell to them, to really take them on this journey and on this path because that's what this is really all about.

Make sure that you come back for the next episode. This is going to be a good one that you don't want to miss. I'm going to be sharing with you how to create 100 K in 90 days and really just setting up those foundations for you to create consistent income in your business in a short period of time. Hope to see that.

Let's keep this conversation going. Join us in the private discussion group, the ambitious baby. 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 jennscalia.com/tribe.