

You're going to want to stick around for today's episode, where I'm going to be sharing how to get instant expert status by creating a specific and unique formula for your 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 happen no matter what this is meant for millions. Here's your host, Jenna Faith. Welcome to me, Jenna Faith, the podcast for online entrepreneurs who want to create wealth and freedom with their business. So you were in the right place. If you're looking for the mindset and strategy to get seen, known and paid online, I'm your host, Jenna Faith, 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 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, raw and real advice on how to navigate this crazy world of entrepreneurship. I have a treat for you today. Today. We're going a little bit into the strategy piece and I'm going to be sharing my process for creating a unique or signature formula in your business. This is something that is going to boost your credibility. It's going to give you instant expert status, even if you're new, or maybe you've been doing this for a while. Maybe you already have a process, but you just haven't put it together in a way that allows you to leverage that and leverage the expertise that you have.

So let's go ahead and dive right in to today's episode. We are going to be talking about how to create a formula for your process in your business. A little bit confusing here, but this is actually easier than you probably think. And also what it does is it actually gives your business an automatic boost. It actually is going to position you as being somebody very credible in your industry and in your craft. It really doesn't matter what you do. If it's life coaching, business, coaching, or something else, there is a way for you to create this in your business. And as soon as you start applying this in your marketing and using this as a tool, it automatically has people seeing you as an expert. So I really want to challenge you if you're somebody who's like, I don't really have a process. I don't really have a thing to just listen to what I have to say today and to try to figure this out, right?

So there is a caveat. If you are brand new, if you haven't worked with people in this particular thing for some time, or you haven't worked with a good number of people with this, it may take you a little bit in order to do this. You might have to work with people for a few months, you might have to work with a certain number of people in order to really hone this in. But my guess is that you all have this already within you. If you are new anyway, or if you're trying something new or you're transitioning into something new, this is still probably something you have. If it's something that you have been through. So if it's a process that you have taken yourself through, you can also create a forum from this. And just as you go, you're going to refine it. You're going to make it better.

But what I'm telling you today, it's just, it's just a really, really cool thing to have in your business. Like I said, it's just like automatic credibility. When I see somebody in their business that has a specific formula or has a specific way of doing things. I automatically think that they're the expert. I automatically think they know what they're talking about because they've actually been able to distill their knowledge and the things that they do into something that's clear and concise. And to me, that it means you're an expert. Like I mentioned, you likely already have a formula. You already have something that you're working with your clients on, you already have a way to get from point A to point B. You may. I do not know it because it probably is just something that comes so easy and natural to you. It's probably something that you just do.

You just know that if somebody asks you a specific question or if somebody wants to get to X point that you have a way to get them there. So again, if you feel like I don't have that, Jen, I want to really challenge you to go back, look at what are some of the very common questions that your clients or your audience ask you all the time. What do you see self telling your clients over and over and over, and then what is that step-by-step process that you follow to get them to X result. So I'm going to give you an example of one of my programs and how I created this for me business in a second. The other thing that I want you to remember is that this is going to be something that's repeatable. So essentially it's like, okay, if I know I want to make the color purple, I know that I have to get blue and red and then mix them together.

And then I get purple. That's a really simple example, but I want you to make it simple. I want you to make it simple. It doesn't have to be hard in order to be something that's impactful, a step-by-step process that you follow or that someone can follow to get to a specific result that is repeatable. Something that you can walk people through. Basically, what I want you to do is just think about the questions that I ask. You know, what are the questions that are commonly asked of you or just in your industry as a whole, what do you see yourself repeating or saying over and over and over again? And you may even kind of think like, Oh my God, how do people not know this? But you know that because, because you're the expert I want you to distill that into about, I would say about four to seven steps is a pretty good range.

You know, three steps, probably not enough if we're going like eight or 10 stop, that's probably too much. So I would say somewhere in the four to seven steps. So distill what you do down into those four to seven steps. And we want to give it a name now for me, I love acronyms. I love coming up with a clever title or a clever way that my formula actually makes a word. I also love alliteration. So alliteration is like using the same first letter in all of your words. So like the marketing and mindset mastermind that's alliteration. You could also use alliteration. The point here is that you want it to be something that's easy to remember something that people can catch on to something that is memorable. Something that is like easy to figure out. We've all heard acronyms before kiss, keep it simple, stupid.

I'm not even sure if it really is stupid, but I think that's what it is. We've all heard acronyms before. And basically what we want to do now is that we have these four to seven steps. These are things that we're always doing to get to X result. We want to then give each step a really cool name. I'm going to give you an example of what I did for my program. Six figure success path. The six figure success path is that's actually a little formula by itself, right? Like somebody who's like, Ooh, it's a six figure success path. It must be a specific way for that to happen. A couple of the examples that I have in that process is the big picture process, the hidden money method, the simple social influence system, the strategic content solution, the audience amplification process, the magnetic offer method and the raving fans formula.

See how cool those sound. And basically all it is is this is my way of teaching, but it sounds like an expert. It sounds like I know how to get you this thing, because it is a process. It is a method. It is a solution. It is a formula, right? So this is kind of where I want you guys to get creative. The funny thing about this is that those are like the steps for each one of my thing, but in the six figure success path, it's actually what I call the upscale model. So if I look at those things, I was actually able to put them into seven steps and those seven steps actually start out with the letters that spell up scale. So it is the upscale method. And then within that, each step has its own process. Each step has its own name for the process.

So I'm gonna actually read them for you. So you get a good idea as well. So number one is, upgrade your business with the big picture process. So that's you. Second one is profit fast with the hidden money method. That's P social media made easy with a simple social influence system. That's number three, create killer content with a strategic content solution. That's C amplify your connections with the audience amplification process. That's a launch and make your offer with a proven magnetic offer

method that's L and exceed your expectations with the raving fans formula that's E so that all spells upscale. So I have the method, it's the upscale method. And then within each one, I have these creative processes, but it sounds very certain. It sounds very confident. Like I know I can upgrade your business. Once you develop this big picture process, I know that I can help you profit best with a hidden money method, right?

So it sounds better than just saying I'm going to help you make money, or we're going to upgrade your business and level up your income. You know, those are all kind of like general terms. We want to stay away from the general terms, because then you're going to blend in with people. That's the whole point of creating this formula or creating this thing around the way that you do it, so that it's unique to you. And somebody can actually look at that and be like, Holy crap, this person knows what the heck they're talking about. You're going to take the things that you're commonly asked to take the things that you see yourself saying to your clients over and over and over again, if you don't have clients, you could also just do some market research outside in your industry and say, okay, what do most people who want to lose weight?

What are they looking to do? What is the process that takes them from a to B you know, somebody that wants to improve their relationship or improve their communication? What are the steps to be able to do that? Distill that into four to seven steps, give it a name as a whole, the XYZ process, the XYZ formula. I actually also have my cashflow formula that you guys have heard before. And again, it just gives it that credibility, try to create an acronym or something clever and, or use alliteration again. You want to make it something that's easy for people to remember easy for you to remember as well, and then create something around that. That's a method, a process, a system, a formula. I want you to take this and like, not get overwhelmed by this, but I want you to actually have fun with this.

Like I remember when I was coming up with upscale, what I was actually coming up with at first was Scalia my last name. So if you look at like upscale, S C a L E at the end was very close to my last name. So I was actually trying to fit it into like the Scalia method. It didn't work. So I just ended up doing upscale, which is cool for me as well, because I want people to upscale their business. I want them to upscale their income. So give your name, get creative with this, have fun with it. There is no right or wrong. It's you creating this method? The thing is that you really just need to know, like, what is it that you take your clients through? What is the process? And, you know, I also want to just say here that this doesn't mean that you are creating something that's cookie cutter.

I still have within these processes and within these formulas a way to make it so that it is unique and custom to my clients. So it doesn't mean that you're like putting yourself in a box, but it really just means that you're elevating your brand, elevating the way that you do things so that you can come across really as the expert. So I'm excited for you guys to dive into this and kind of see what you come up with. I really hope that you enjoyed this episode, get busy or creating this formula for your business. Get creative, start coming up with names. Start coming up with the processes. I'm telling you, this is just going to elevate your brand. It's also going to make you feel so much more confident in the work that you're doing and being able to walk your clients from point a to point B and know that it's a repeatable thing that you can take anybody through. So as always head on over to the show notes@jennscaliam.com forward slash E 76, that is the letter E and the number 76. There you'll find the show notes for today's episode, and also some links to some new and exciting things that are happening over here at Mount Vermilions. I'll see you on the next step of code.

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