

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. Hey, Hey, welcome to the show. This is your quick fight podcast for online entrepreneurs who want to create wealth and freedom in their business. So if you're looking for the mindset and strategy to get seen, known and paid online, you are in the right place. I'm your host Jen Scalia, visibility and mindset strategist for entrepreneurs who want more. I want to thank you for joining us today and make sure that you join us each year and every Tuesday we're, you'll get a short 15 to 20 minute training on how to build wealth from the inside out.

You get a little bit of strategy, a little bit of mindset and always, always a healthy dose of tough love, 100% authentic, raw and real advice on how to navigate this crazy world of entrepreneurship. I have a treat for you today. One of the things that most people ask me and when I ask people what they want in their business or what they need in their business, the number one answer is always clients. People think, if I could just get clients, I would be set, I would be amazing, but obviously there's something that needs to happen in order for you to get clients and so today I'm actually diving into the mindset piece of getting clients and how to energetically attract the right people into your business and why. Maybe previously you have been repelling or pushing away, people calling in the wrong clients calling and pain in the ass clients. I think you're really, really going to enjoy this episode. I'm excited to hear what you think and let's just go ahead and dive right in.

There is a belief and a mindset that needs to be present in order for us to have what we want, whether we look at it from a money perspective, a client or a customer number perspective, we really have to have this belief and faith that we can actually have what we want in order to get what we want and or more. There's also some hidden subconscious ideas and thoughts that we have that are just kind of there that we either may or may not even realize that we have that could be blocking us from achieving those goals, from hitting those numbers, from getting those clients. So even if the strategy is perfect, even if we feel like everything is great, what are some of those hidden agendas and those hidden things that are happening on the inside and going on in our belief system and our mindsets that could keep us stuck.

We need to have complete clarity like you've caught to know what you want, the types of clients you want, the customers that you want, the number of people that you want. And not to get fixated on a specific number, but just to know that this is what I desire most. This is, you know, what I know I can have, this is what I expect to have. So the goal may be a good, better, best, let's say you want, you know, five new clients so you could have a good being, maybe three new clients better if five new clients best would be like eight new clients. You know, if you're doing a launch, maybe it's 20 people, 50 people, 75 people, something like that. So I like to have a range there just because I think it alleviates some of the pressure to achieve a certain number.

But all in all, we have that end in mind. We know that we want to serve a certain amount of people, we know that. But this allows us to kind of let go of the desperation of that one number. Having complete clarity, not only on the number that you desire and the number that you expect, but also in the types of people that you want to call in the types of clients you want to call in. A lot of people still get mixed up about this or they're not really, really clear on this. And so we allow ourselves to enroll certain clients or certain customers that maybe aren't a great fit. And then that's where some of the sneaky stuff comes

in that we're going to be talking about in a second. So clarity is number one, we have to have complete clarity on the number of clients that we want and the types of clients that we want.

Now alongside that is do we actually believe, do we actually believe that we can reach that number of people? Do we actually believe that we can enroll that number of people? Do we actually believe that that number of people is out there waiting to buy something from us? Not only having that expectation and a clarity around that number, but also the belief that we can actually achieve it. So this is where most people get stuck. We want a number, we come up with a number in our head, we desire a certain amount of either money or clients or however you know, you articulate that for yourself, whether it's you know, the amount of money or the amount of clients we have that, but then we don't actually believe that we can get it and that's where the ball starts rolling downwards. Right. Because if we don't actually believe that we can have it, then we're always going to be stuck from the get go.

We're going to be stuck from the beginning. So we've got to have this belief that they are out there, but they want our help that we can actually help them and that there are plenty of them. That is another thing that you know, comes up a lot too is are there other beliefs around getting clients right? Like it's hard to get clients if they are out there, they're not spending money, they won't pay these prices, they're hiring other coaches. There's not enough clients to go around. My circle is really small, like whatever those beliefs that you have, that's what's going to perpetuate. That's what's going to show up in your life. So what I want you to do in today's lesson is to actually have an awareness around these beliefs, whether they're hidden or whether you're very much aware of them. What are some of the beliefs that you actually have around getting clients and around, you know, those clients being able to pay you and even around you being able to help them.

So you know the belief also around you being the best, right? Like you knowing that once that person pays you enrolled in program or enrolls as a client, that you are going to be able to change their life, right? That they're actually going to get a return on their investment, that they are actually going to be completely changed and transformed by working with you. So belief goes both ways, right? First belief that they're actually out there and second belief that you can actually help them. The third thing I'm going to talk about is nonstop faith. We've got to have nonstop faith from beginning all the way through the end. I know what it feels like when you're in a launch or when you're coming up to the end of the month or the carts about the clothes and the numbers aren't looking the way that you want. That's typically where we fall off.

That's typically where we start to lose faith. That's typically where our energy dips. Our excitement goes away because we start looking at, well, I'm not actually where I'm supposed to be or I'm not actually where I want to be, or I want to 10 people and cart closes in three days and I only have two people. Right? So we start focusing on what we don't have and that perpetuates even more of that. So nonstop faith is really something that we have to have all the way through, all the way through. No matter what happens, no matter how much it looks like, we're not going to hit our goal, no matter how much it looks like we're so far away from achieving what we want to achieve, we've got to have that nonstop faith because as soon as it dips, as soon as the energy goes, then people feel that it's all about energy.

So people will start to feel that and then it's basically like a self fulfilling prophecy. You're just going to get more of that. You're going to get more of people not signing up because they're not going to want to sign up. They're not going to want to be around you. They're not going to feel the energy. So we've got to have that nonstop commitment and faith and also high energy and excitement all the way through. So whether you are getting a certain number of new one on one clients, whether you have a launch,

whether you're filling a mastermind or whatever it is, don't quit until the cart closes. Do not quit until the cart closes. People will wait always until the last minute. It is just a proven fact. It's just human nature. People will always wait until the last minute. I can't tell you how many times I've lost the program and people are buying it at 1159 when the cart closes at 12 or where people are even buying.

You know, way after I stopped promoting like this actually happened with, you know, one of the other programs that I just launched, people were still buying four or five, six days later. Don't quit until the cart closes. So keep that high energy, keep that excitement all the way through because that's what's going to attract the right people. That's what's going to drive the people to say yes to you because they know how much you believe in what you're doing and how much you can help them. So keep the faith, keep the energy and the excitement. What are some of the hidden agenda that could actually be stopping you from having what you want? Let's say you are doing a launch and you want a hundred people on your launch and it's just you. It's this little load. You, you know you want this number so badly, you believe that you can have this number.

You believe that you can, you know, help these people. But there's a part of you that maybe thinks, wow, that's a lot of people. I don't know if I can support that many people. What if they all want something from me? What if they're tagging me all day long in the Facebook group? What if I can't help that many people at one time? What if I get overwhelmed? That's where I want you to think about as well, whether it's for a launch or whether it's for getting clients. What are some of those hidden or subconscious beliefs that you have around actually achieving that goal? Is it added pressure? Is it expectations? Is it having to manage people? Is it that you might call in the wrong clients? Is it that maybe you can't handle it? Right? So I want you to be really honest here and you may have to do some digging because you know this is not necessarily something that's just out in the open where we just know like, Oh yeah, I'm totally blocking myself.

No, I want you to kind of look deep and say, okay, what are some of the things that may come up or that have come up or that little spurt of an idea or a thought that has come up. When I think about what it actually looks like to achieve that goal, what it actually looks like to support that many clients at once, what it actually looks like to even maybe have that amount of money. I mean, that's another thing that, you know, we're not necessarily talking about money per se today, but that is another thing like, you know what could actually change in your life? How were your schedule change? All of that stuff I really want you to think about, because that's the hidden BS. That's the sneaky stuff that's preventing us from getting what we actually want. We think that we want something but the subconscious beliefs and these hidden agendas are actually what we want because we don't want to deal with all that stuff, so we'd rather stay where we are and so that's what we get.

We always get what we want always. So if we're not getting what we want, I want you to dig deep into why that may be and what are some of the hidden things that are happening or that are going on or some of the thoughts you have around achieving what you desire because that is what's going to manifest. That's what's going to come into your reality. The last thing is, is there any past situations, circumstances, scenarios, bullshit that we are bringing into our current reality? Maybe you worked with a client in the past that wasn't an ideal client. Maybe you had a pain in the ass client. Maybe you took on too much client work, maybe a client defaulted on a payment, maybe they did a charge back. Maybe something happened with you and a coach. I want you to also think about that. Maybe you know, you invested in a coach and you didn't get what you wanted or you didn't get what you thought, you know, you could've gotten for the value.

Maybe there's some, you know, stuff going on there, but I really just want you to think about in reference to getting clients in reference to launching in reference to anything like that. What are some of the old stories, scenarios and BS that you could be bringing into your current reality right now? And that's another thing that we don't think of, right? We don't necessarily think of those things, but they're still there and they're still creeping in and they are still affecting our belief to be able get the amount of clients or customers that we desire. So again, be really honest with yourself here as well. What are some things that maybe have happened with a client? Feelings towards a client or you and another coach or you and another mentor, maybe some, you know, stuff that has happened there. And I want you to be honest about that and how that could possibly be affecting you when it comes to getting all the clients that you want.

So that wraps it up for today's show. I am really excited to see how you're going to bring this mindset of getting clients into your business, especially if you're someone who has tried and done all the things. This is for sure a different perspective and probably the most powerful strategy that you can implement when you're really looking to attract the right people into your business. So what I would love for you to do is to head on over to the show notes@jennscalialia.com forward slash E 31 that is the letter E and the number 31 I actually have some awesome journaling prompts there to really solidify and integrate the lesson for today. So head on over there, Jenn scalia.com forward slash eat 31 I also always have some really amazing gifts and free things for you on the show notes page. Thank you again and make sure that you come back for the next episode. As we begin a new year powerfully, you don't want to miss the next episode, which is that art of not giving a F. don't miss that guys, and make sure that you head on over to Jenn scalia.com forward slash eat 31 and get all the goodies that I have for you there.

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 scalia.com/tribe.