

There's a whole world out there of people that need you to start 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, Jennifer. Hello? Hello, and welcome to

Met Vermilion the podcast for online entrepreneurs. We 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 am your host, Jennifer faith, formerly known as 10 Scalia, success and mindset strategist for entrepreneurs who want it all, make sure that you join us back here 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. If this is your first time here, I highly encourage you to go back to our previous episodes and binge on these episodes. I'm telling you it is like a full on marketing business and mindset course, listening to this podcast. There is absolutely no fluff here. You 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.

So I'm super excited for today's episode, where I'm going to be sharing actually a little piece of a program that I ran about a few months ago called the alignment assignment, being in alignment with the work that you do, being in alignment with the things that you're doing in your business day to day is the short path to success. Where I see people fail, where I see people flounder, where I see people struggle and really start to burn out is when they're doing things that are out of alignment, they're doing things that don't feel good. They're doing things that don't highlight their strengths. So in this episode, I'm going to be sharing with you how to actually get into alignment specifically with your marketing and promotions. This is something that's difficult for a lot of people to do, especially with how quick our social media is moving there's ads everywhere.

There are gurus all over the place telling you to do conflicting and contradicting things. So it's like, how do we understand and know what works for us in this episode, or by the end of this episode, I hope that you can discover what that is for you, because being in full alignment with your marketing and promotions is what will lead to massive sales. So even if you had the most Epic strategy laid out for you, if that strategy wasn't an alignment, you would end up with results that don't match your effort. So let's get rid of all of that and focus on your alignment, focus on what feels good. And in today's episode, that's exactly I'm walking you through.

So let's go ahead and get started. This is one of the things that over the last few years, or probably every year since I've began, has always been a back and forth struggle for me, for my clients. I see it happen with my peers, where we think that we have to show up in a certain way. We think that we have to market a certain way or promote a certain way or show up and do a specific launch strategy. The way other people are doing it in order to be successful, really complicated promotion and marketing things, really basic things. They both work. They all work when you're in alignment, just countless, countless different ways for you to get your business out into the world, to get your offers in front of people, to share your message. There's so many different platforms. There's literally new platforms popping up all the time.

I mean, hello. Ticktock where did that even come from? It sometimes becomes the struggle of like, do I need to jump on that? Should I be marketing my business this way? Should I be adopting this particular launch strategy? Should I be promoting this way? Should I be selling that way? And all of that unknown and all of the questions really make it hard to stay in alignment, especially if you're online a lot, or if you're scrolling a lot, one post might tell you to do webinars and that webinars are the only way. And the next post might tell you that you need to do a challenge. And then the next post might tell you that

you need to adopt crazy launch strategies in order to make it in the business. And the next post is literally telling you to evergreen your program. So there's so many different ways.

There's so many different methods, and I want you to know that they all work. They all work. You have to find the one that works for you. What I want to do in today's lesson is just talk to you a little bit more about this and what I've experienced with this. And then also kind of walk you through an exercise that you can do yourself to really figure out what feels in alignment for you in the way of marketing and promoting your offers in the way of sales in the way of launching. Because ultimately what I desire for you is to create your own unique promotion strategy, your own unique launch method. One that absolutely works for you, that you can just jump in and run like clockwork and it doesn't burn you out. And it doesn't make you feel like crap and you know that you can get results.

So like I mentioned earlier, I've seen very, very simple launches, simple promotions, be extremely, extremely successful for people. I've seen people who literally just make posts in a Facebook group or just do live streams on a regular basis, maybe close to daily, but I would say on a regular basis, and they're just making their offer and people are buying. I've seen it be literally that simple. Then I've seen behind the scenes of these extravagant launches, like the B school launch and you know, these things that we just see in there. So intricate and so crazy, like there's ads and there's affiliates. And there's three part video series and there's webinars and there's, you know, all this stuff happening. I've seen, you know, the behind the scenes of that, because I've actually been an affiliate for people who run these multi seven figure launches. So I've literally seen, you know, the easiest, easiest methods work, and then I've seen the most extravagant ones work.

So what we want to do is really think about what feels good for us in the way of doing this and know that it really honestly isn't even about the strategy, even though that's what we're going to kind of talk about today. Honestly, it really doesn't matter. It doesn't matter what the strategy is that you choose. What matters is that you're in alignment with the strategy that you're in alignment with the marketing methods that you're in alignment with the way that you're promoting that you are standing behind your products 100% and really just your energy behind it. This is why someone can simply do a live and sell out a program. And then you have other people who are doing all this intricate stuff and they might not even sell out their programs. So this is why it's so important to know that it's the energy around the launch, more than the strategy.

Now we all know the strategy is still important. We actually still need to do the work. We actually still need to show up. We actually still need to make shit happen. We can't just sit there and say, Oh my gosh, my energy is so great. And I am so behind this offer. And I know that people need, but then not do anything, right? Because then it's not going to get into the hands of the right people. People aren't going to see it, which means they're not going to buy it. So we do have to take action. We do have to do something, but I just want you to know and remind yourself over and over again. It's not what you do. It's not the strategy you adopt. It's who you are while you're doing it. So I'm going to repeat that because I think it's so important.

I like, I literally, if you could tattoo this on your arm, I would say, go for it. It is not what you do. It is who you are while you're doing it. Now that we know that you have to be in a certain energetic state, that you have to be confident and certain in your offers, you have to know and be in alignment with your message and your ideal clients, all of that stuff. We know we've done that work already. Let's talk about the, do part, the little tiny piece of the doing that matters. I want to talk about three main categories here. First. I want to talk about platforms. You could do YouTube, Pinterest, LinkedIn, Facebook, Instagram stories, Facebook groups, TechTalk Snapchat, whatever else, crazy platforms are out there. I always highly recommend choosing two. I think one is kind of like putting all of your eggs in one basket.

So I do like to have two main platforms that you're going to show up every day. You're going to be on there regularly. And you really want to make sure that this is a platform that you enjoy. So for example, in the coaching industry, LinkedIn is a really, really great place for coaching. I hate LinkedIn. Like you probably couldn't pay me to be on LinkedIn. So even though I know that LinkedIn is a great lead source, it doesn't feel good for me. And it doesn't feel natural to me. And it doesn't feel exciting for me to be on LinkedIn every day and try to get clients there. So I enjoy Facebook and I enjoy Instagram. And those are my two platforms. So for you, maybe you enjoy Pinterest or you enjoy YouTube. Maybe you don't like Facebook. Maybe you, you hate scrolling. Maybe you can't understand what Instagram stories are, but you're like a pro on LinkedIn or you love creating videos.

And so you want to start putting some things on YouTube here. Again, I just really want you to think about what are the platforms that feel really good for you to be on that? Don't feel like a chore that feel like I just want to come on this platform because I really enjoy it. And while I'm here, I might as well share my message. I might as well make some money. So what are those two top platforms for you? You might know this already, if you've been visible a lot, and this might also cause you to rethink, so maybe you're on a platform, but you're just kind of over it. Or you're kind of like, Hmm, I don't really know. Or I don't, I'm spending time here, but I might not be getting traction. I'm going to try something different. Be open to that.

We're actually going to be testing out Pinterest. I'm actually not going to be on Pinterest, but I have someone doing it for me. So we're starting out very small. We're going to see if it works. If it works, then yes, we're going to put more time and energy into it. So think about what your top two platforms are, where you want to be visible, where you want to be consistent. So I'll give you another quick example here. And this is for tech talk. So I'm not sure if many of you have heard of ticktock yet. It kind of just blew up. People are talking about it. There's entrepreneurs on tech talk. And I have a former client who told me that she was going to be on tech talk because she saw a guy. She met someone who was on tick talk and he had like a million views on one of his videos.

And honestly, like I checked it out. I did my research and I was just thinking to myself, this is so much work. And the chances that you're going to have millions of people, or even thousands of people watching it's very slim. So just really think about it too. Before you like hop on this train to like jump onto the next platform. I mean, do we all remember vine or Periscope? Musically, like all of these ones that kind of came and went, right? So do you want to spend your time trying to figure something new out? Or my suggestion is to pick the two that feel really aligned, that you enjoy, that you understand that don't feel like a chore and go all in with those two. Okay. So the next thing that I want to talk about are your marketing methods. So when I talk about your marketing methods, what I mean is, do you enjoy blogging?

Do you enjoy live streaming? Do you enjoy writing written posts for Facebook? Do you enjoy doing Instagram stories? Do you enjoy podcasting? Do you enjoy doing interviews? Think about the different marketing ways that you can get your message out there. And do you like to talk, do you like to be on camera? Do you like to write? And here's where you can think about again, which two? Maybe three here, which two to 3:00 AM I going to dominate? Which two to 3:00 AM I going to make sure that I'm regular with that feel really, really good. That feel literally like I'm having fun. I mean, I want you guys to feel like in your businesses, like this is awesome. This is fun. This is great versus, Oh my God, this is so hard. I have to do this. This feels like crap. I got to force my, Oh my God, I forgot to do this.

You won't forget to do it. If it feels good for you, you won't forget to do it. If you're on the right platform, you won't forget to do it. If you're in alignment with the marketing strategy. So think about for yourself. What are the top two to three marketing methods that feel really good for you? For me, it's like writing. I love writing. So I use my newsletter and my Facebook page and write long form content

live streams are also part of the plan. Not as much, I don't do them, you know, every day or I don't do them as regularly, but they are part of the plan. So those are my top two. So for some of you, it might be in person events. It might be speaking on stages. It might be hosting a podcast. So really think about what are the best ways that I want to focus in my energy on marketing my business.

Now here's the thing. Remember, there's so many different ways. There's so many different avenues and I would prefer for you to choose your top two or three and let the rest go. There may be five or six that you're doing right now. They could be spreading you thin. It could feel like you're working too many hours doing too many things. Whereas if you would just take that extra time and energy and put it into the top two or three, you're going to see better results. This is just the way that it is with anything. The more time and energy you spend on something, the results are going to be compounded. If you are spreading your energy, you're spreading your time or spreading yourself too thin, across multiple different things, then it's going to feel hard and you're probably gonna lead to burnout. Now, I want you to think about your promotional campaigns. So essentially what this would be would be like your launch. Some of you may or may not launch. So that's why I said promotional versus like lunch. Cause some of you may be doing evergreen rolling enrollment. Maybe you're just doing one on one, but how do you actually get people into your program? So this is what I mean when I say promotional campaigns, is this a challenge? I personally love challenges. I think challenges are a great way to get people excited, get them wrapped in an event with me and then offer my program

At the end does an extension and an invitation

To continue to work with me. If you love video, you may want to do a three part video series. You may be really good at presentations and training. So you may want to do a webinar or masterclass. If you're really good at writing, you could do a series of blog posts or just a bunch of sales emails, right? Where you're just writing emails to your list or, you know, written posts on Facebook. So really think about this as well. What is the promotional campaign that I want to go all in with now for this one, I would also still recommend that you choose one and kind of master it. Maybe you can have two different ones. So that way you're not getting bored and you're kind of doing something different for every launch that comes up for me, it's typically just either a challenge or it is, you know, written posts and written emails.

You know, I've played around, dabbled around with some of the other things, webinars three part video series, but I haven't mastered them. They don't feel that aligned for me to do so. I don't do them. I focus in on what are the promotional campaigns that I know work for me. And those are the ones I'm going to dial in on. You can also think about Facebook ads, organic versus paid. What feels in alignment for you. I know for some people paid just is completely out of alignment for who they are and how they have their brand set up and you know how they want to show up. And so everything's organic. And I know people on the flip side who nothing's organic, like you won't see them posting about their program anywhere on Facebook, but they've got this whole thing

Going on in the back end with their Facebook ads.

Think about these three things, your platform, your marketing method and your promotional campaign. So remember everything works. There's a million different marketing methods. There's a million different ways to launch. They all work if it works for you. So you've got to find the thing that works for you. And the second thing I want you to remember, and I want to just repeat, put this into your brain, is that it really doesn't matter which ones you choose. What matters is that it's who you are while you're doing the thing. So it doesn't matter what you do. It matters who you are while you're doing it. So that wraps it up for today's show. I really hope you got a lot out of this and really just want to solidify the fact that no matter what you do, no matter what you choose in terms of strategy or me. Sure. Anything else in your business really being in alignment is a key, doing

The things that feel good for you doing the things that are fun for you, doing the things that light you up and bring you energy will create a really Epic success that just strategies alone will not be able to do. I know when I had my breakout year, it was really about me getting into alignment with the work that I was meant to do in this world. This is why I'm so passionate about this and getting this information to you. So I have a little something for you. I have actually created a PDF download that goes along with today's episode, a list of all of the things that we talked about on the show and also a few journaling prompts so that you can start to get in touch with why you're here, what feels good for you and how you want to move your business forward. Now that you know all of this information. So head on over to the show notes, to download that@jennscalvia.com forward slash E 61, that is a letter E and the number 61. And I hope to see you back here for the next episode.

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