

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 the million dollar business podcast. Here's your host, Jennifer Faith. Hello, gorgeous people, and welcome to the million dollar business podcast. The podcast for entrepreneurs who want to create wealth and freedom with their business. So if you're looking for the mindset and strategy to get themed known and paid online, you're absolutely in the right place. I am your host, Jennifer success and mindset strategist for entrepreneurs who want to start a movement, leave a legacy and build a seven figure business and brands.

So in today's episode, we are going to be diving into what you can do to actually stand out online. So if the algorithm has got you down and you're like, what the heck is going on? How do I stand out? How do I get in front of the right people? Let's go ahead and dive right in. How do you stand out online? How do you beat the algorithm? How do you become someone who literally makes people stop their squirrel? This is what we're talking about. In today's episode, it is getting more and more difficult to be seen online with the algorithm changes with just the overcrowding and more and more people coming in the online space. You've got to do something different. You've got to do something to actually stand out so that you're not blending in with everyone else. So in today's episode, I'm going to be giving you five different ways that you can stand out online.

And I really hope that you take this to heart and really take it all the way, because I think a lot of people like may have heard this or may know about it, but they don't actually do it. They're playing safe, trying to just make sure that everybody's happy. And what we're talking about today is really how to polarize really how to attract in your ideal people and repel other people. That's really how you're going to end up standing out, right? Like you're going to see that people will either love you or hate you. And that's not a bad thing. People always get all in a tizzy because of haters and this and that. But it's like, that's actually a good thing because that means that you're actually taking a stand, which is something that you need to do and what needs to happen on social media.

Okay. So the first tip is you want to say what you want to say, or you want to say what other people want to say, but don't actually say it. So there's probably a lot of things that are going on in your mind. Or you're probably just thinking about things like, I just want to say that, and then you talk yourself out of it because either you don't want to be controversial. You don't want to ruffle feathers. You don't want people to not like you. But the reality is like I stated before being controversial, being polarizing is what's going to attract your people. Now, I don't want you to get this mixed up with being an or being a. Right? It's not about that. It's just about what's on your mind. What do you know? That's on other people's minds, but they're just too scared to say it, right?

Those aren't really the posts that people are going to be like, oh my God, you took the words out of my mouth. Oh my God, I couldn't have said it better. Oh my God, I feel the same exact way. Right? Like that's what we really want when it comes to the engagement in our social media. And the more engagement that we get, the better we're going to show up in terms of the algorithm and online. Now I'm not going to get into the technical pieces of the algorithm, mainly because there is no rhyme or reason to it, right? Like you could have a post that gets okay, engagement. Some of your posts might get amazing engagement and then you post something and it literally gets

Who likes. It's just really unpredictable, which is why

I talk a lot about ending the reliance on social media. I'm actually going to be talking about this in a future episode. But for now, I just want to talk about the different things that you can do that will begin to attract your people. These posts also will create more engagement. And when you have more

engagement, at least on Facebook and on Instagram, they're going to show your stuff to more people. So say what other people want to say, but they're too afraid to do

It. That's your first tip. Your second tip

Is your quirks or your kind of weird habits or things

You do. This is actually very nice

During, you know, a lot of people try to come online and be perfect. A lot of people try to come online and make it like, you know, this full highlight reel. Everything's amazing. Nothing ever goes wrong. I don't know about you, but that's not really like, I'm not attracted to perfect. I'm not attracted to people

Who haven't really had

Skin in the game or haven't really suffered or struggled. Right? Like it's like, we all create our life based on the things that have happened. And based on things that have come into our lives, situations, people, circumstances, things like that. And I tend to lean more towards people who have overcome those things rather than the people who are so perfect. They can't do anything wrong. They're owners,

Pedestal. So really depending on your vibe and what you like, but I find that majority of people think that

Kind of quirks and like weird things that you do, probably the things you want to hide, or you don't want people to know about are actually the things that are really endearing. Actually the things that make people be more attracted to you, right? Like they're actually seeing you as like, oh wow. Like, yeah, she's a person. She's a human versus she some perfect little brand. So if there's anything that you do, whether it's like, maybe you're funny, maybe you have like a dry, sarcastic humor. Maybe you love means maybe you make weird faces or poses with your cat. Like, you know, just different things that like, you don't see everybody else

Doing, put those out on social media so that yeah.

People can really start to begin to know who you are as a person. So we've talked before about the ever-changing landscape of the coaching industry and how people are really looking to just find people and buy from people that they vibe with people that have a good energy, right? So if you're constantly trying to be someone else or act perfect people, aren't going to be attracted to it. They're going to be able to tell that it's fake. They're going to be able to tell that that's not really who you are. So let your quirkiness, your weirdness, your kind of funky things that you do. Like let that lead the way for you because people will love it and people

Will enjoy it. The third tip

Is stand for something. You've got to stand for something, right? If you're wishy washy, if you're back and forth, if you're on both sides of the fence, again, this is one of those things that is just like, blah, like, and what happens with blah. We just scroll right by it. We don't stop. We don't comment. We don't share it. Right. And this is the whole idea with standing out online and really overcoming this algorithm, you know, mastering social media is with the shares and the comments and the engagement and people just like, oh my God, you have to check this out. Oh my God, you have to hear this. Oh, I love this quote. I'm going to share it. Right. So stand for something.

Now I do have a little bit of an opinion on here. I feel like you should not stand like

So rigid. And so dogmatic and your beliefs that you can't hear anything else. Right? Because in the personal development space, we're facilitating transformation and change within people. And the reality is like, we also have to be willing to be open-minded right. So standing for something doesn't mean that we shun somebody who doesn't believe in what we believe in, what it means is that we are standing tall in our beliefs and in our values. And again,

With the coaching industry, people are buying

People who are like them, right? So they want to know your values. They want to know what you stand for. They want to know where

You're at now, caveat to this

Is anything that is like really highly controversial, like political things or religion. That's totally up to you whether you want to talk about that or not. So I'm of the mindset of, that's not what I use my platform for. So I'm not an activist. Like I don't use my platform for that, but some people do, but you can still, whether you're an activist or not still stand for something, even if it's something just within your industry, right. So maybe you're a business coach and you are anti hustle, right? Like you feel like you should just play and get things with ease and all of that stuff. Like then that's what you're standing for. Right? You could be quite the opposite where you're like, you've got to have a system in your business. You've got to hustle every day. Right. You're standing for something. So that is tip number three, tip number four is have a brand. So this goes a little outside of like just simple things that you could do

In your business. This really has to do

With like taking a look at your business overall. And do you have a cohesive brand? Do you have a brand that stands out? Do you have a brand that people will recognize?

This is really important. I actually,

We did a masterclass on this called social media secrets exposed, which I will drop the link to in the show notes, which you can reach@jennscalvia.com forward slash E 95. So in that episode, I talk about how to actually create simply a brand online. Right. So instead of having like random pictures and random quotes and, you know, just misaligned like colors and different kinds of like images, like really looking like, okay, what is my brand? Is it like bold and colorful? Is it light and airy and making sure that all of your social media content, whether it's written content,

Whether they're images or whether

It's like your promotional content, your cover photos, all of that stuff like vibes, right? Like you basically like want people to see your stuff

And be like, oh, that's so-and-so and

They stopped the scroll because they know it's you. So having a brand online will also help you stand out versus blending in with everyone else. And then the final tip here is lead lead. We need more leaders, especially now don't be bullied into doing what everybody else does. Don't be, you know, timid and shy about leading and taking a stand for what you truly believe and for how you're showing up in the world.

The funny thing is that I see this happen so much where people are like, you have

To use your voice online. You have to have an opinion. I don't necessarily believe in that. I believe you can have an appeal

Opinion. You can use your voice. You can

Use your platform for whatever you want it

To be. But what I see happen is, you know, with the kids

Cancel culture, you know, people will talk about, oh, so-and-so did this, or so-and-so, didn't do this, or so-and-so said this, or so-and-so, didn't say that. And then they end up bullying this person into submission. Like, to me, that is not a leader. Like if I'm a leader, I'm someone who leads. I'm not someone who backs down. I'm not someone who runs with a pack. I'm not someone who does things just because everybody else is doing it. And I'm certainly not gonna be,

Be forced to do anything that

Alignment for me. Right? Like that sounds more like a follower to me than a leader. So really stand your ground

On that in terms of how you're showing up being a leader and

Doing the things that you know, in your heart and that vibe with your values, because that is where you're going to get the people that is when you're going to stand out. That is when people are going to want to share your content. So I'm just going to go over the five tips again,

Really quickly. Number one is to say

What other people want to say, but don't say it's okay to be controversial. It's okay to ruffle some feathers. Number two, is those quirks, those weird things that you do, or kind of the unique ways that you are, those things that you probably want to hide, show them out, show people who you are as a person so that they can relate to you

As a human number three is

To stand for something, stand for something, and also still be open and available for other opinions, right? We don't want to shun people who don't believe in what we believe, but we also want to stand our ground for the things that are really important to us. Number four is to have a cohesive and really a scroll stopping brand. We want something that people just immediately recognize as yours. And then the final one is be a leader. Don't be bullied into submission. Don't be bullied into doing things that are out of alignment for you. Don't be pressured to do things just because everyone else is doing them. So that's it for today's episode. I want to thank you again so much for tuning in and as always take what you learned in today's episode and apply it to your business and your life. I promise you you'll start to see different results in your engagement online and also just in how you're showing up and how you're feeling.

So make sure that you are subscribed to the podcast so that you don't miss an episode. And if you're finding these episodes really valuable, I would love, love, love. If you could leave us a positive review on iTunes, this will help us reach more amazing entrepreneurs like you, who are committed to creating incredible change and transformation in the world. Also make sure that you come back next week, where I'm going to be talking about how to end the reliance on social media. You are not going to want to miss this episode as always. You can also head on over to the show notes@jenscalia.com forward slash E 95, where you'll find the transcript for today's episode, as well as some other links to relevant things that we're doing in the business. See you next week.

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[inaudible].