

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 byte podcast for all mine entrepreneurs who want to create wealth and freedom with their business. You are definitely in the right place if you are looking for the mindset and strategy to get seen, known and paid online. I'm your host genitalia success and wealth strategist and I want to thank you for joining me and remind you to join us every single Tuesday.

We'll you'll get a short 15 to 20 minutes, no fluff training on how to build wealth from the inside out today. I am super excited to bring you something that came to me while I was teaching one of my classes in my 10 K lab and I'm so excited to share with you. It's something that I previously only shared with my paying clients and with my subscribers. So really want to dive into the 10 launch commandments. If you're getting ready to launch something by the end of the year, if you're getting ready to either multi-product or your business or even just operating in your business. So they're called the 10 launch commandments. But to be honest, they're going to apply to every part of your business. I'm really excited to dive in so I don't want to waste any more time. Let's go ahead and get started. So I just want to preface this by saying that this episode and the 10 launch commandments are not safe for work.

So if you have sensitive ears and you don't want to hear any explicit words or cursing or anything like that, you may want to dismiss this episode and the Smith's downloading this awesome resource here. But if you're open and you're ready and you're like, how the hell do I knock this out and apart? How do I stay top of my game? How do I stay having full faith that I can achieve the things that I want to achieve, that I can reach the logicals that I want to reach? It's going to be with these 10 things today. So number one is thou shall not quit until the cart closes. This is such a huge mistake that so many people may we have a time period for our cart. Maybe it's a week, maybe it's five days, maybe it's a little bit longer. Side note, I actually recommend having a shorter cart open period for many different reasons.

But the longer that you keep your card open, the more stressed out you're going to be. Quite frankly, five to seven days is actually my recommendation for the cart open periods. So the first one was commandment is you cannot quit until that cart closes. Too often people will get a couple of days into their launch period or you know, halfway through their cart open and they start getting upset and they start crying and they start worrying and they start questioning everything that they're doing. What happens when you do that is you are fulfilling this prophecy that you're not going to reach your goals. You're feeding into the bullshit. So when you are in a launch, you need to trust and believe and have faith all the way through, all the way until the last hour, all the way until the last minute. And to prove that to you, I want to let you know with my last launch, we got 60% of sales in the last 24 hours.

60% of sales came in the last 24 hours. It's human nature. People are going to wait to the end. People are always going to put things off. So do not quit until the cart closes. Now, if you don't remember anything else from this episode or from these commandments, that is the thing that I want you to latch onto and remember, even when it looks like things aren't gonna work out for you, even when it looks like you're not going to reach your goal, stay steady, stay focused, keep your eye on the prize and do not quit. Number two is thou shall only sell things you are absolutely in love with. So this is one of the core foundational things of my group coaching program, 10 K lab. Because the more in love you are with your product, the more in love you are with what you're doing.

The more passionate you are about your purpose, the easier it's going to be to launch, to sell, to market, to talk about. And honestly I say when you're absolutely in love with something and you can back up your products a thousand percent you kind of can't not talk about it, right? Like you just can't shut up about it. I find that a lot of times the reason why people hesitate on getting their stuff out, they're not talking about it as much as possible does because there's some doubt or fear or they're unsure that they can get results. So whatever it is that you're selling, you've got to stand behind it and get behind it. 1000% be in love with what you're selling and everything else is going to become easy and effortless. Your marketing becomes easy, your sales become easy. You won't feel like, Oh, I have to do this or I have to get on a livestream or I have to write this post.

It's like, no, I want to get out and do this because I'm so passionate about this project. Everybody needs to know about this. So number two is thou shall only sell things that you're absolutely in love with. Number three is thou shall not expect a maximum return with minimal effort. I see this happen all the time. People are just not going all in. They're just dipping their toe in the water or going halfway or doing it part way or doing it half ass. And they expect these big extravagant results. They're not taking risks, they're not making investments, but somehow they think that they're going to have \$1 million launch or six figure launch or a multi six figure launch. And it's just not happening. You're going to get, and you're going to receive in relation to what you put in. So do not expect maximum reward with minimal effort.

It's just not going to work. So if you commit to launching something, if you commit to putting yourself out there, commit 100% don't have asset, people are going to know that people are gonna feel that. Remember, it's all about your energy, right? People will know when you're not playing full out. People will know when you are faking it. So number three, thou shall not expect maximum reward with minimal effort. Number four, and thou shall post email, sell and promote more than you think you have to. So this kind of piggybacks off of number three, right? We cannot do the bare minimum and expect to have amazing results. It's just not going to happen. Also, I see so many people who just hesitate with talking about it a lot or multiple different times because they fear that they're going to annoy someone or they're going to get on people's nerves.

My thought process around there is fucking, because if they get annoyed by what you're doing, but they don't like how much you're sharing, they're probably not going to buy from you anyway. We need to be focusing on and serving on the people who are going to buy from us. They're the people who are going to love up on all of our posts. They're going to resonate with everything that you're putting out there and it's not going to be annoying to them. So if you're thinking about, well, how many times should I post per day? How many license should I do? How many emails should I send? Always, always do more than you think you have to. If you think you have to do two posts a day or one post a day, do four. If you think you have to send one or two emails a week, send three or five if you feel like I should probably do one live stream during this launch, you probably need to do like three or four or five, right?

So number four, thou shall post emails, sell and promote more than you think you have to. Number five, thou shall not attempt to go it alone. Another huge mistake I see happening with entrepreneurs everywhere, solar preneurs ship is not a badge of honor. We cannot do this alone. You've got to get the right support. You've got to get the right team behind you so that you're not scrambling and stressing out and burning out as you're attempting to do something great and do something big, right? Like that's what we're talking about. We're not talking about playing small. We're not talking about having a little launch. We're talking about guns. Lasing making shit happen in our business and going all out. You

cannot do it alone. So do not attempt it. Number five, thou shall not attempt to go it alone. Number six, thou shall be in total freaking alignment.

We've talked about this many, many times on this podcast about the significance and the importance and the power of really being in alignment with every single thing in your business and in your life. That is having integrity across the board, that is being in alignment with not just the offer, but how you're selling it, how you're marketing it, who your ideal client is, what the pricing is, what the payment plans are, your deliverability of the offer. All of that has to be in alignment in order for this to work. When any one of those things is out of alignment, you're going to notice it. You're going to see that things are not going your way when you're launching, so make sure that you are in total freaking alignment. It could be so many different things. It literally could be, it could be the name of your product before you launched, before you go all out, before you put things out there.

Kind of do a breakdown or a checklist of like all of these different things and on a scale of one to 10 how do I feel about that? Do I love that? Am I in love with that? Do I feel in alignment with that? Do I feel like this is the right price? Do I feel like I want to do one on one calls here? Do I feel like I want to do a webinar? Really get into alignment with everything, be in total flow and you will win the launch game. So number six, thou shall be in total freaking alignment. Number seven, thou shall pivot if necessary, but never fucking stop. Again. This kind of goes back to number one where we talked about don't quit until the cart closes. That'll shell pivot if necessary, but never fucking stop. Okay? It is okay that if you notice things aren't going right or things aren't going the way that you planned for you to make changes and for you to make shifts and for you to maybe implement new strategies into your launch, but it doesn't mean that you stop.

It doesn't mean that you quit. It doesn't mean that you give up on reaching that goal. It means, let me think about and let me evaluate what's working here, what's not and how can I pivot? What can I do to make this a home run? So number seven, thou shall pivot if necessary, but never fucking stop. Number eight, thou shall show up like your life depends on it because it does. This is another one of the staples in my group coaching program where this is just how we live. This is just how we operate. This is just how we show up every day. Like our life depends on it, right? And as entrepreneurs, it absolutely does. I talk about this all the time. You know, you can't expect to be hired again if you aren't doing your job. If you aren't showing up the way that you're supposed to do, right?

You need to show up like your life depends on it. Because we are self-employed, which means essentially we're unemployed every day that we wake up, right? You wouldn't go to a job and half assed your tests. You wouldn't, you know, expect someone to hire you if you weren't going all in. So the same is required of you in your business. You need to show up like your life depends on it. Like this is your livelihood. Like this is your passion and your purpose and you need to let people know that you need to let people feel that with your energy. So number eight, thou shall show up like your life depends on it because it absolutely does. Number nine, thou shall have faith. Even if and especially when it looks like it's not going to happen so often people count themselves out before the game is over.

Before the card is closed, it looks like I want a hundred people in my program and on day two of the launch I have 20 what is going on? What is going to happen? How can this be? Now, if we look at the fact that 60 to 80% of people can come on the last day, keep that in mind. That's already 50 you need to have faith in your goals, in your dreams, in the things that you're wanting to achieve in this launch or really in your business because if you're so connected to and in love with and you're following all of these other commandments, this is just a given. You have to have faith all the way through, especially

when it looks like it's not going to happen. People see and have faith in the beginning and to me that's, that doesn't mean anything, right? Of course I believe.

Of course I'm excited. Of course I have faith that things are going to work out the day that I opened the cart. But what happens when things look like they're not going your way? What happens when the numbers don't look like how you want them to look? That's actually when faith kicks in and that's where most people stop, stop believing they quit their energy dips, they start questioning everything. You've got to have faith that faith doesn't kick in on day one. That faith kicks in on day three, four, five when it looks like it's not freaking happening. So number nine is thou shall have faith. Even if, and especially when it looks like it's not going to happen, and the final launch commandment is thou shall do whatever it takes until it takes. This is something that I got from one of my amazing mentors is just so true and it really just sums up the rest of the commandments here.

Whatever it takes until it takes, and if you are standing behind your product, if you are passionate and purposeful about what you're doing, you will be willing to put things on the line. You will be willing to take risks. You will be willing to invest at levels that are freaking scare you in order to make this happen. I just invested recently into something that scares the shit out of me and most of the time I would kind of keep that to myself, but I actually, it felt relief to share this with one of my groups yesterday and just let them know, Hey, I'll just made this investment. I just made this commitment to spend a really lot of money on advertising and somebody to strategize my ads and it's fucking scary. It scares the shit out of me, but I know that it's what needs to be done in order for me to reach the level that I want to reach.

I know what needs to be done in order to get to that space that I want to be. And so I said yes to it and I committed to it and I am stepping into the person that I need to be in order to make that a legitimate risk in order to make that a legitimate investment for my business, then I'm willing to do whatever it takes. I'm willing to put it all on the line. I'm willing to risk a lot of money and do something really scary because I believe in what I'm doing and I believe that I am here to change people's lives. And I believe that I am someone who is purposeful and who is doing this, not just for myself, but because I meant to touch so many people. I'm also meant to be a millionaire by the way. That is, you know, my new kind of brand and offer with meant for millions.

And I truly believe that. And so because of that, I'm willing to do what it takes. I'm willing to take risks. I'm willing to make investments. Number 10 is thou shall do whatever it takes until it takes. That wraps it up for today's show. I really hope you enjoy this a little bit different than some of the other episodes, but nonetheless, definitely things that you want to incorporate into your business, into your launches, into your life. Really, I want to thank you again for tuning in and I have a few really special things for you today. Head on over to the show notes for today's episode@jennscalialia.com forward slash fee 23 we're all have the link there where you can actually download a one page graphic PDF of the 10 launch commandments so you can print them out, get it up on a wall, get it up on your desk so that you always remind yourself of these critical laws and critical ways that you need to operate in your business.

So you can get that@jennscalialia.com forward slash E 23 that's the letter E and the number 23 or you can just go ahead and download it directly@jennscalialia.com forward slash 10 L C that's for 10 months. Commandments 10 Elsie, and one more thing I have for you is a special surprise on how you can actually get your hands on a meant for millions months. So those of you who have been following and listening along, I know that I just recently launched an Epic program called met familiarize and I have an awesome prize that you can get for free. And all the details are over@theshownotesatjennscalialia.com slash E 23 and I'll see you guys

back here for the next one. Let's keep this conversation going to join us in the private discussion group, the ambitious babe. 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 JenScalia.com/tribe

[inaudible].