

In today's episode, we are diving into the best way to become irresistible to your ideal clients. This is something that just happened for me over the weekend. And I wanted to share with you the magic and the spark and what is actually required to make the sale super easy for your prospects. 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 face. Hello, and welcome to met familial the podcast for online entrepreneurs who want to create wealth and freedom with their business.

So you're in the right place. If you're looking for the mindset and strategy to get seen, known and paid online, I am your host, Jenna, faith, success and mindset strategist for entrepreneurs who want to start a movement, leave a legacy and build a wildly profitable business. Make sure that you come back each and every week. We'll you'll get a short 15 to 20 minute audio training on how to build wealth from the inside out. I am super excited to bring you today's episode. It's going to be short, sweet, but super impactful in terms of what really needs to happen internally and externally for your ideal clients to just be completely magnetised you not even question the idea that you are the coach for them. So without further ado, let's go ahead and dive right in to today's episode. I need her in my life. I want you to imprint that in your head, keep that in your mind.

As I go through today's episode, I need her in my life. This is something that I just realized over the weekend. As much as I have been in the coaching industry for so long and have worked with so many people, I have also invested myself in mentorship, in guidance and consulting and coaching and masterminds. And it literally just clicked for me this weekend. What I'm going to be sharing with you today? It's not that it's something new that has happened to me or that I have seen happen, but it really all came together and that phrase is going to be important. And just a few minutes. So I was kind of scrolling through Instagram. Some one had referred me to another coach and that wasn't really sold on the person had never really heard of them, but I started to follow them on Instagram. And I was like, okay, cool. Like I liked the person. She seems pretty dope. She seems cool. I'm going to follow. I started watching a live stream.

And now typically

I'm the type of person that I don't necessarily watch a whole lot of live streams, especially if they're super long. Typically what I like to do is wait for the training replay and then I'll watch it on, you know, one and a half speed or double speed just to kind of absorb the information. But for some reason, I decided that I was going to sit and watch this live stream. I was actually doing other stuff at the time, to be honest, but something about this person like really caught me something about her really captivated me. I was like, wow, I like want to listen to this person. And like I said, this is not somebody that I had previously known about or had seen. It was just someone and the way that she came across in her messaging, in her delivery, in what she was saying, and in the value that she

Who's bringing, I immediately was like, I want to work with her. She wasn't even

Pitching anything. She wasn't selling anything. She was just delivering value at the time as someone who is smart and educated and has been in the industry for a long time, I went to her website, right. And this is something that we have to remember just a side note is we have to remember, like, if we want really good clients, if we want people who are willing and ready to invest, if we want people who are willing and ready to do the work, we have to know that they are also very smart individuals. They are people who will figure things out, right. We don't always necessarily need to be pushing stuff in front of people's faces in order for them to want to go to that next step with us to want to hire us as a coach. So I just want you to keep that in mind. So of course, I went to the website and was looking at her stuff and

she did actually mention the name of her program, but it was not a hard pitch. It was not, I mean, she wasn't doing like a challenge or anything like that. And I kind of looked at it and I was like,

Okay, I'm going to sign up for that. Again, this is somebody that had just,

I learned about recently within the last few weeks I had just watched one live stream from her. And I immediately knew that I wanted to invest in her.

That was over \$20,000.

I wanted to share this with you today and share how you can turn on that magnetism so that it becomes that easy for you to attract your ideal

Clients. So I really thought about that, that phrase came to me and it was like, I need her in my life. There was no.

So push, there was no convincing, there was no hard sale. It was just her delivering value. And me absorbing that value me connecting with her the way that

She was speaking, the things that she was saying, the connections

With, you know, her solution to my current problem in my coaching business. Like obviously we all have different problems at different levels of our coaching business, you know, for somebody else, they may not have been so

Connected to what this person was saying. They may not

Look at her and think I need her in my, but for me

In that moment, as someone who values investing, I felt that with her and I really thought about all of my other investments were the same. All of my other investments. I was getting a value from that person, whether they were speaking on a stage doing a live stream, even in the email. And I just knew without a doubt, without pushing or forcing or anybody having to incentivize me, I knew that I wanted to work with that person. I remember when I first hired my coach, Jesse, who I've talked about a few times on this podcast. And I again had no idea who this person was never heard of him, nothing. I heard him speak at an event and he maybe spoke for about 20 minutes, maybe not even. And I remember turning to my boyfriend at the time and saying, I would pay that guy a lot of money and I ended up doing just that.

And so I really just started to think about all of the investments that I had made even have this conversation with some of my current clients and people that are paying me for one-on-one coaching. And they agreed, like they said, I felt the same way about you, Jen. I just listened to you. I saw you. And I thought I need her in my life going back and thinking about all of my investments, even from my very first high-end coaching investment, it was always that, or some version of that for you. It may not be those exact words, but for me, it was always, I need her in my life or I need him in my life. And again, there was no pushing. There was no forcing, there was no incentivizing. There was no convincing. I just knew and felt that connection. So I wanted to just bring the entire concept to you because what I thought was I need to be the person who, when people look at me, when they listen to my podcast, when they watch me on a live stream, when they see a story or read my email, how can I show up as the person that when people see me and hear me, they say, I need her in my life.

And I wanted to bring that little lesson to you today. How can you show up in such a way that your ideal prospects, your soulmate clients, if you will, will literally just be fully connected with you now from an energetic perspective, this does have to do with the way that you show up the way that you sound, the way that you look now, obviously I'm not telling you to look and sound different than you are. You're going to resonate with certain people, right? Like people are going to hear the inflection in your voice. They're going to hear competence certainty. When you talk about your offers, just the same way that

they can hear doubt, fear, and uncertainty in your offers. So it's really important. And we've talked about this in previous episodes, really, really important for you to be 100% backed behind your offer. You know, that you get results.

You're only selling things that you were absolutely in love with, and that you absolutely want to do because that conviction will show through. People will hear you. They'll see you on a live stream. They'll read your words and know that you have so much conviction. That's the question I want you to ask as well, you know, am I currently showing up that way? Am I currently showing up with the confidence and the conviction and the magnetism for my ideal clients? As much as I personally believe that I do, there was still a gap. Like if I really looked at how I was showing up how much I was showing up the things I was saying, the things I was selling, there's always room for improvement, but I really thought about that. How can I show up in such a way that when people listen to me, see me or read my words that they think I need her in my life and they'll go to my website and they'll see what I have to offer.

And they will reach out to me. And obviously that's not going to happen all the time, not to say that it can't because we still need to get in front of people, right? Like we need to, it's our responsibility to get in front of more people. So more people have an opportunity to feel that way about us. So think about how you're currently showing up, think about the value that you're bringing to the market and think what value can I bring to my audience? So instead of thinking, how can I make somebody buy this? How can I fill my mastermind? How can I enroll X amount of people into my program? Or my course, instead of thinking that way, you want to think about what value can I bring to my audience? How can I show up in such a way that they know that I am the solution for them, that I am the coach for them.

This also goes back to some of the things we've talked about in previous episodes about really understanding and really knowing who your ideal client is. And this is not just about an avatar. This is about really understanding their current struggle, wherever they may be in their business, in their life and their body and their relationship. What are they currently going through right now? What solution are they looking for? Because to be honest, it's a whole lot easier to sell, especially to sell a higher ticket item to someone who already knows that they have a problem and is already looking for a solution. It's a lot harder to sell high ticket thing to someone who doesn't even know that they have a problem or doesn't know what their problem is, or isn't actively seeking a solution. So think about what do my people need right now and what are they craving?

What kind of support are they craving? Is that something that I can bring to them? What value, how you can I bring to them, what problems can I solve for them? And so not only are you going to have the genetic perspective of just being somebody who's so confident and so certain, you know, there's just that connection with that person. But there is also the logistical pieces, right? And the strategy pieces of knowing who they are, what they need, what their problem is, and you, the solution for them plus getting in front of enough people so that you can create those connections. You really want to think about how can I be the woman or man, but how can I be the person who is just so magnetic that I don't have to convince anybody to work with me, that people will just be smart enough and feel connection enough that they will figure out how to work with me, you know, outside of like your, your launches,

Depending on how you run and operate your

Business. What it's going to do is just going to create this just ongoing magnetism. That even when you aren't

In a launch, even when you aren't actively

Selling something, people are going to

Nine different ways to work with you, whether it's your one-on-one or enrollment

When evergreen program or doing something else, no pushing, no convincing required. But I think it's going to be really impactful if you put yourself in those shoes. And I'm sure that if you think about the people that

You're really enamored with online, or the

Gurus that you follow, or the coaches that you follow, or the people that you're investing in, you probably had that thought or something similar. I need her in my life. I need her in my business. She has the solution for me. And you figured it out and you made it happen because that's what you wanted wanting and desire is so much of a better place for your people to be when they invest in you, then desperation, right? We don't want people to look at us and think this is my last hope. I hope this person saves me. I hope this person saves my marriage or saves my business. That brings a lot of heaviness to the coaching relationship. But when you have someone that is just like, wow, this person can expand me. This person can teach me a lot of things. I want this person in my life. I want to invest in this person. I'm excited to do the work with this person, better clients, higher paying clients when they're coming from that place. So how can you be that person who, when other people look at you, listen to you, see you or read your words. They think I need her in my life. So that's it for our short episode today. I really hope that

You enjoyed it. I enjoyed sharing it with you because

I just think it's such a powerful perspective shift. It's just something different. It's a different way to look at it, right? Especially because in the online marketing world, we are kind of taught to do this like scarcity marketing and this fear mongering and all of that stuff, but that doesn't work anymore. You know, we want to be the person who people want

To think about if like you're in a relationship, do you want to be

In a relationship with somebody you had to convince them to love you or to be with you? Or do you want to be in a relationship with someone who was so enamored with you, that they went out on the limb and they courted you and they wanted to be with you. It's going to be the same thing with your coaching relationships and this concept of I meet her in my life. So always you can head

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Let's keep this conversation going to 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 JenScalia.com/tribe.

[inaudible].