

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 meant for millions. Here's your host, Jennifer. Hello, and welcome to meth for millions, the podcast for online entrepreneurs and 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, I am your host, Jenna faith, formerly known as Jenn Scalia. That's in mindset, strategist for entrepreneurs who want to build a sustainable and predictable profitable business. So make sure that you join us 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.

There is absolutely no fluff here. You'll 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 do I have an episode for you today? I am so excited to bring you to this because there's so much that we could be doing in our daily routine. There are so many things that we could be doing in our business, but the reality is the majority of those things do not need to be done. The majority of those things are a complete waste of time. So today I'm going to be sharing with you eight things to stop doing in your business today to have the ultimate productivity, but also the ultimate profitability. So I'm super excited for this episode. Let's go ahead and get started.

Eight things to stop doing in your business today. These activities I'm going to give you are a total waste of time. Now I know I'm going to catch some flack for this one, but I am being a thousand percent real with you. If you're spending a good portion of your day doing any of these things, then you're going to need to evaluate big time. So I have built a multiple six figure business with two team members, handful of contractors, all while being a single mom and only working 20 to 25 hours a week because boundaries. So trust me on this. I have worked with thousands of people on their businesses and really have taken a look at the behind the scenes. And so many people are just wasting their time on the wrong thing. So these eight things are things that I really want you to reevaluate.

If you're doing them in your business and take this advice and run with it, like literally apply it to your business. Starting this week. First one is something that I feel like started like way back when, when I got online, but people still do this and it is coffee chats. Okay. So these typically are just, you know, let's hop on a zoom call. Let's connect. Let's collaborate. Listen, sorry, not sorry. These are a total waste of time. And it's usually somebody that just wants to pick your brain, get free coaching from you, or they might just be bored and want something to do. I'm all for creating real relationships with people. But I know so many entrepreneurs that spend multiple hours each week doing coffee chats that lead to absolutely nothing. So be picky with your time and space. You don't want to be too available for people.

And if you like doing them, if this is like, you know what I really like to connect with people then set strong boundaries around it. Like maybe it's only one time a week or twice a month that you do this. You know, just to kind of piggyback off of that is like collaboration, collaborations. I have an entire program on how to build collaborations correctly so that they are profitable so that they are productive. But a lot of times what I see is people collaborating with people they're either on the same level or lower. And so really isn't bringing anything to their business. So if you're looking to create collaborations, you want to make sure that it is a win-win. You want to make sure that you're going to be able to actually leverage that collaboration and that it's not just two people who don't have anything yet trying to make something out of nothing.

I know I'm being a little bit harsh here, but I want you guys to just know that if you're going to be doing these things, your standards have to be really high because otherwise you're going to be spending lots of hours every week, just chatting with a bunch of people and it absolutely going nowhere. The next

thing is browsing on social media. All right. So I am guilty of this. I am super guilty of scrolling, but I have things in place to actually stop myself from doing this. We discuss this all the time, right? We want to limit your browsing unless you desire to be like truly destructive and unproductive and, you know, start comparing yourself. You're going to get massively triggered. You're going to start comparing yourself. You're going to get into a place where it just doesn't feel good by you scrolling. So some of the things that I do is I will delete the actual apps from my phone.

So if I know I have something that I really need to do that day, or really just wanting to be really productive that week, I'll actually delete the app from my phone. All notifications are turned off, so I don't get the notification on my apps unless I'm actually going into the app. So I don't get the little bubbles and the little things that come up on my phone that are like, Hey, so and so left a comment. So, and so left a message. I've turned all of that stuff off. So do whatever you can. If you're somebody who likes to scroll, you know, just make sure that you catch yourself or give yourself a specific time limit. Like I'm going to scroll for five minutes in the morning and five minutes at night, you know, whatever it is that works for you, but make sure that if you are going to be browsing on social media, that it is with intent and that you're not just numbing yourself, that you're not just wasting your time, that you're not just scrolling because you don't know what else to do in your business.

The third thing is working on and I put that in air quotes, working on your website for tweaking copy. So I get that there will be a need for this at some point, but what site stuff really should be left to the professionals or your VA and tweaking copy, shouldn't take you hours, weeks, or even months. I'm telling you walk away. Now you're going to spend so much time working on the backend of your website, doing the technical stuff, tweaking copy. And guess what? Unless you actually have traffic that is going to your website, nobody's even going to see it, right? So my focus would be more on how do I get people to actually see my offers versus let me work on my website that nobody's actually ever going to see. Anyway, the next thing is creating graphics. So similar to the one before this, and here's the thing I love being creative.

You know, I love creating cool Instagram stories and graphics, but honestly, if you're spending a lot of your time doing this, something is wrong. You can create an easy to use template that your VA can handle. Your VA can create a lot of these graphics for you. And if you're extremely uncreative and it takes you a lot of time to do this, then you definitely should not be doing this. Right. So I know a lot of people will think like, Oh, it's just so easy for me to do. I enjoy doing it. And you know, that's all well and good, but just because we're good at something doesn't necessarily mean that we need to be doing it. So creating graphics is one of those things that like, you kind of need these things to like promote on social media, but you actually don't right? So the thing that actually is going to get somebody to buy from you, you showing up, you doing, you know, a face to face story, are you doing a livestream?

Are you sending out an email that pretty little graphic, it might look good, but it isn't actually getting you clients. The next thing is anything tech. So unless you're a complete tech nerd went to school for this and can somehow whip out tech stuff like a champ. I suggest that you never ever put yourself down this hellhole. So many entrepreneurs get themselves stuck in this trap. And then they wonder why they resent their business. You are not going to make any sales by doing your tech stuff. I've seen people spend 80 hours a week working in their business. My thing is outsource, outsource, outsource tech stuff usually is just a fricking nightmare. Really is something that like should be left to the professionals. It should be left to the experts takes a long time. You should not be doing this. This would include like connecting your landing pages to your email service provider.

This includes any like adding pixels or doing anything that is like technical related. Because most of the time you have to figure out how to do this stuff, which is like you going onto YouTube and looking and seeing like, Oh, how do I actually do this? So not only wasting your time, trying to figure out how to do

it, but then you're wasting your time doing it. And then taking a really long time to do it. When you could just hire somebody to do it for you. So anything tech out the window, get somebody to help you. Upwork is a really, really good resource for jobs and for people to come and do some of this stuff for you. The next thing is uploading things to your website or email service provider. Again, this goes a little bit on the tech stuff, but your new rule should be create then delegate.

So you do the creative messaging, then hand it off to your VA to upload. This includes like uploading blogs to your WordPress uploading podcasts to your podcast provider. This alone will probably save you at least five hours a week. Make sure that you can get a VA, make sure that you have help. And I know I have people who are like, I can't afford to BA I'm just not ready for a VA. I'm telling you right now, you are not going to build a long lasting, sustainable, real business, doing everything by yourself. You're just going to end up spending a lot of time doing things that don't move your business forward. And you're going to end up resenting your business. You're going to end up burnt out and you're not going to end up serving the people that you actually need to serve because you're too busy doing the behind the scenes stuff.

Next thing is anything that takes you more than 20 minutes to do. So this obviously is going to be outside of any kind of creation or selling or doing webinars or live streams or things like that. But just like anything that takes you a long time to do cut this out right now, because if it takes you a long time, it's because you're not an expert in it. If it takes you a long time, it's because you're trying to figure something out. These things are a total distraction and are causing you to procrastinate on the things that you actually need to be doing, which is messaging, marketing, and selling. And finally, the last thing to do is to stop consuming other people's content with the exception of mine. Of course, what I really mean by this is stop consuming content that is useless, and that is not relevant to what you need right now.

So one of the things that I do when it comes to creating content is really asking myself, like, what do I need in my business? What do I want to do or add? Or what is the same thing that I want in my business in the next, you know, 30 to 60 days. So let's say I am wanting to automate one of my funnels. So if I'm looking to automate one of my funnels and that's my goal for the next 30 days, then consuming a webinar or taking a course on Instagram stories right now, does it suit what's relevant to what I need right now. So before consuming any content you want to ask yourself these five questions. What do I need in my business right now? What is my number one goal for the week? What is my sales goal for the week? What do I want to, or need to learn this week to move me forward?

And do I trust what this person has to say? Are they an expert? So just be again, really proactive about how you're spending your time, about what you're giving your access to, about what you're spending your energy on. So once you know, like this is my goal for the week, or this is my goal for the next 30 days, then whatever you're about to consume, whether it's a webinar, a training, anything like that, with that, if it doesn't fit into that, then you can just toss it or save it for later. Right? But you want to just be really, really diligent about this because you will get sidetrack. There's so many things that you can do in your business. There's so many ways to market. There's so many different things that are popping up each day. And if you don't get a hold on this, you're going to end up consuming a bunch of content that makes you actually less creative.

I actually feel like when you're consuming, people's content, you kind of get it in your head. You become uncreative and you're just wasting time. You're just wasting time. If it's not something that's actually going to move you forward. So PS, this is also my cure for the shiny object syndrome. When you know, this is my number one goal, this is what I'm looking to do. You don't let any of those outside things distract you. So that is it for the eight things that you should not be doing in your business. To recap those eight things, coffee chats, and collaborations that are going nowhere browsing on social media,

working on your website or tweaking, copy, creating graphics, anything tech I'm telling you, you will get so much time back when you do this uploading things to your website or email service provider, anything that takes you more than 20 minutes to do and consuming content that is not relevant to your goals.

Things that a CEO should not be doing. And the things that you should be outsourcing include all of these things. There include customer service, making edits to your website, social media posts, like automating things, Facebook ads. This is the stuff that's actually going to stress you out. And it's going to make you feel like you're productive, but you're actually not because they're actually not moving your business forward. They're not actually bringing income into your business. So rule of thumb is anything that you can outsource for minimum wage. You should not be doing as a CEO of your business. So I'm going to repeat that. Anything that you can outsource for minimum wage, you should not be doing as the CEO of your business. So really quick, before we wrap this up, I want to just give you a couple of places that I use to do my creative and tech outsourcing and my admin stuff.

Hire my mom.com is a really great site. This is somewhere where if women who no longer work in the corporate that are looking to take their corporate skills and do some admin stuff, there's another website called college interns, upwork.com and independent VA. Again, I recommend that everybody has one of these. You are not going to be a CEO of your business. If you're doing everything yourself. And then finally, most of us have heard of Fiverr. I'd just be very picky about who I use when it comes to fiber. But these are five places where you can find people to start outsourcing a lot of this stuff so that you can focus on the things that actually bring in clients. The things that actually will move your business forward and allow you to be profitable. So that wraps it up for today's show. Thank you so much for tuning in.

I really hope that you take this advice. I really hope that you take this and apply it to your business. Starting today. I can't tell you how much time you're going to get back in your day. Once you start to eliminate these things that are not productive, the things that are not helping you grow and move forward. So head on over to the show notes at [inaudible] dot com forward slash E 64, that is a letter E and the number 64. And over there, I have a few links for you guys, a couple other download links to some relevant podcasts that I also feel like you should listen to, that are going to help you really set yourself up for success, really go into each day, knowing exactly what to do and what is a complete waste of time. Also check out the hustler and the vibe that is my brand new intensive, where I'm going to be sharing with you and showing you how to actually maximize your time so that you're only working four hours a day, know exactly what to hustle on, know exactly what no longer to do in your business, and really how to leverage your time, leverage your mindset and leverage your hustle.

So that way you can really create a business that feels good from the inside out. So the link to that is also over on the show notes at [inaudible] dot com forward slash East 64. And I will see you guys back here next week for another episode of Metro millions, where I'm going to be talking about the only four things that you actually need to be doing in your business for growth and scaling.

Let's keep this conversation going. 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 [Jenn scalia.com/tribe](https://jennscalia.com/tribe).