

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 sure happen no matter what this is meant for millions. Here's your host, Jen Scalia. Hello and welcome back to met per million, the podcast for online entrepreneurs who want to create wealth and freedom with their business so you are absolutely in the right place if you're looking for the mindset and strategy to get seen, known and paid online. I'm your host, Jen philia, AKA Jenna, faith, success and mindset strategies for entrepreneurs who want to leave a legacy, make sure that you come back here and join us each and every week while you'll get a short 15 to 20 minute audio training on how to build wealth from the inside out. 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 today is all about sales specifically why you should never stop selling. So this is something that so many of my clients and so many people in my audience just have such a resistance to really just stepping into having something for sale in their business all the time. Always making an offer, always putting out something. And so in today's episode I'm going to be sharing with you why you should never stop selling and as a business why it's your duty to continue to make offers to your audience.

So I'm super excited for this. Let's go ahead and dive right in. Contrary to maybe some popular belief that it is bad or wrong to sell all the time, my thought process is a little bit different and this is something that I definitely instill in my private clients and the people that I work with is you should always be selling. You should always have something for sale. Whether it is something running in the background, a DIY program, you don't want to get yourself stuck in a position where you're relying on one client or one thing to pull through or one program or one course or one launch. So it's actually better for you to keep selling. And I'm going to talk about the momentum that is created once you get into this mindset of doing that and selling all the time. Okay, so I want to be very clear right now when I say that you should be selling all the time.

Essentially what I mean is that you should have something that people can buy from you all the time. There's many different ways to sell. You can sell actively. So if I wanted to come on this live stream and sell you something, that would be one way to actively sell. I can sell something in my newsletter, I can create a Facebook post and sell something. These are all kind of active selling things. How often are you guys currently selling in your business? There is active selling where? Like I said, it's just me coming on right now. It's a live launch. It's something that I'm selling right now to my newsletter, my Facebook, my Instagram, my live stream. That's one form of selling. Another form of selling could be passive selling. So I don't like to ever say passive income because we have to do the work.

So it's not really passive income, but it could be more passive selling. So you're not actually like going on a live stream and selling, you're not putting out something in your newsletter. But this is something that is kind of going on in the background. So it could be a Facebook ad that leads people into a funnel and those people are buying. It could be blog posts that you have with people getting into a funnel. So this would all be kind of like passive selling. Maybe you have some books on Amazon, maybe you have some products. And so you're not like actively selling that on a daily basis, but you have things in place to make sales of those products or services in the background. Okay. And the third form of selling that I like to talk about is maybe you don't have anything for sale, but I want you to be selling yourself.

So if you don't have anything specific that could be in the way of pitching myself to podcasts, doing guest blog posts, being featured somewhere in some kind of publication or in somebody's Facebook group or something like that. You're either selling something actively selling possibly, or selling yourself. Ideally you're doing all three. You can also be selling something that's free. So essentially you're letting

people know about this thing that you have, your free product, you're free. Maybe it's free challenge of free series. Maybe it is a free opt in, a checklist. She, whatever you have, you can also be, or you should also be selling your free thing as well because your free thing leads people into a funnel, leads them to your list where then you can continue to sell them products, right? We're all businesses. We have to make money. If you look at all of the other businesses that are out there, billion dollar corporations, places that we buy from, I mean, I literally buy from Amazon like every day because they're always selling, right?

They always have something available for sale. So I'm able to buy from them all the time. And that's the mindset that I want you to get into when you get into this habit of either selling a product or service for money or promoting yourself in some way, shape, or form to then create a funnel or a client journey for people to buy it from you later, you gain this incredible momentum, right? So if you're only selling every now and then, or you're only selling every couple months, or you're launching just a couple of times a year, every time you go to do that again, it becomes like hard. You might get anxiety around it, you get nervous, you're like, you basically just make it like it's this huge deal, right? Whereas if you really get into this momentum of just selling all the time, like I saw Beverly said here, she's always selling something.

If you get into this momentum of selling all the time and just always having something to promote, it becomes very easy. It's just like going to the gym, right? If you commit, Hey, I'm going to go to the gym twice a week, like what are the chances that you're going to get into a habit and then it's going to feel easy for you to go, no, it's going to feel hard for you to go on Tuesday and then you have Wednesday, Thursday, Friday off. It's going to be hard for you to go on Saturday, right? And then it's going to be hard for you to go on Tuesday again. Whereas if you committed to just moving your body or working out or going to the gym every day, by the time the fifth, six, seven day rolls around, it's habit. It's easy for you. It's just something that you do, right?

So same thing here with selling or promoting yourself or promoting your free products, you want to carry that momentum into the next thing. So this will work for you if you have just one product that you sell all year. And that's just like your one thing, your signature thing. This could be if you're more along the lines of like my business model where I sell multiple things all the time throughout the year, but the idea is just to always be in motion with your sales and your promotions. So like one of the things that I notice a lot of people just get upset when people sell all the time and I don't get it. Like I don't know any other business where the person doesn't sell all the time except for maybe an ice cream stand on the East coast that closes. But other than that, they're open all the time.

They're open every day, right? Every other business is open all the time, open every day. And if we're speaking of, you know, products and things that people are going to buy, this is another thing I kind of like have a bone to pick with, right? Like some people will tell you that you should just sell one thing. So one thing all year long, that's your signature product. Guess what? That's also very boring. That kind of, that's your creativity to just sell one thing. You're relying on that one product, the sales, the marketing, the promotions of that product are going to get old boring. You're not going to be excited about it. So that's why I like to sell multiple things at a time. I also think about my clients, so I have a lot of people that have been on my list forever, have been in my groups forever.

They're just like, I'm just waiting for the right offer. I'm just waiting for the right time. Right. You know, there have been people who, they may have been on my list for 18 months, like a year and a half, and you know, maybe some of the offers that I had either just weren't at the right time or they didn't resonate with them and then boom, they sign up for a one on one coaching that is multiple thousands of dollars because it was the right offer for them. So you want to make sure that you have different things for people to buy and you're not just trying to filter people into one thing. If I'm going to the car

dealership and I want to get a Mercedes SUV and I go that day and they're like, well Jen, you know, we only have the convertible today.

We only have the two seater convertible. That's all we're going to be selling for the next two weeks to a month. You know, we're not selling the SUV until next November. Guess what? I'm going to leave and I'm going to go somewhere else that has the SUV that I want. Right? So you want to be able to serve your clients and serve the people that you're helping in all different types of ways. And if you're following me, you're probably also very creative. Like me, I tend to attract people who are very similar and yeah, I just feel like when you're just selling one thing, it kind of stunts your growth, stunts your creativity. You're not able to, you know, express yourself as much because you're just focusing on that one thing. So I had one client today who was talking about how she was doing market research and I'm like, what else have you been doing for two weeks?

And really had her see that, like she was just wasting her time on things that shouldn't really take her that long. And she was spending less time in sales and in promoting her offers and she was just doing a lot of behind the scenes stuff. So a lot of people will do that just as a procrastination or just feeling like, uh, I don't really know what to do or what to sell. But guys, if you don't know what to do or what to sell, I mean to give you one of my self affirmations that I do every single day, which is I always know what to do, what to say and what to sell. So if you're unsure, you're not sure what to promote, allow it to come to you, do that. Self-affirmation. I always know what to do, what to say and what to sell.

So guys, I am super excited that you guys were here with me today. This is something that I'm just so passionate about because I really believe that the more offers you make, the more money you make. So if you're not constantly putting yourself out there, if you're not promoting yourself, if you're not making offers, if you're not letting people know what you do, then that's going to be reflective in the amount of income that you have. Speaking of selling, I'd like to explore the multiple different ways in which we can work together. So these are offers where you can always enroll in these offers, which is just such an important piece of everything that I explained in today's episode. The first thing is my mindset, mentorship and certification called shift. This is where we're really diving deep into identity and mindset and really pulling back the curtain and uncovering these layers so that you can show up and perform as your best self from that mindset perspective.

And not only that, it is certification where you can take my shift method and apply it to your own business so that you can get your clients incredible results by helping them from the inside out. I also have a business coach certification, so this is for anyone who is in the B2B. You are working with other female entrepreneurs to help them grow their business. Whether it's in the capacity of marketing, social media, mindset, PR. This is a great place for you to really understand the ins and outs of creating a business online, becoming one of the top business coaches on line right now and also not just getting recognition but also getting paid as one of the top coaches online. The next thing is my TEDx lab, so you may have heard me talk about the 10 X lab before. This is also called the level up lab and this is my intimate group coaching experience where you really combine the magic of both mindset and strategy. And then

finally there is my online emperors Academy where we can work together for an entire year where you get all of my resources, all of my programs for an entire year with an intensive every single month on everything from mindset, strategy, leadership money. So head on over to the show notes for this episode@jennscalvia.com forward slash E 48 that is the letter E and the number 48 and I'll have the links to all of these programs along with some other goodies as well. So that wraps it up for today's show. I want to thank you so much for tuning in. I know that there's just so many places that you could be right now, and I am so grateful that you chose to be here with me. Make sure that you come back next week for another episode of med Vermilion.

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 [Jenn scalia.com/tribe](https://jennscalia.com/tribe)

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