

There's a whole world out there of people that need you to start 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, Jenna Faith.

Hello, hello, and welcome to the million dollar business podcasts for entrepreneurs who want to create wealth and freedom with their business. If you're looking for the mindset and strategy to get seen, known and paid online, you are absolutely in the right place. I am your host, Jennifer, Faith, Success and Mindset Strategist for entrepreneurs who want to start a movement, leave a legacy and build a seven figure business and brand. In today's episode, I'm going to be sharing how to decide if you should keep going with something specific in your business or whether you should let it go. What I find is that a lot of people let things go too early without enough data. And they also rush into things without really evaluating. So I'm going to be giving you multiple different questions that you can ask yourself to really see if something in your businesses working.

Should you give it more gas or should you just let off, let go and try something new. Let's go ahead and dive right in. Okay. So how to know when it's time to move on in your business or keep going. The first question should not come as any surprise to you if you're listening to any of the previous episodes. And the question is, does it still feel good and aligned? We talk about alignment a lot because it really is the key to success. It really is the key to flow. It really is the key to making and having everything be really easy in your business. So whatever this thing is, whether it's an employee, whether it's a specific marketing method, whether it's an offer that you've been running for a while, does this still feel good? Does it feel like something you want to do that you desire to do?

Does it feel aligned with the new, you as people who are heavy into the personal development space? We are always growing and learning things and we change and we become different. And so things become on aligned once we've grown. So does it still feel good? And does it feel alive? The next question is what was the purpose of the outcome you were looking for? So I don't want you to just think of what was the outcome. So let's say, for example, we're talking about Facebook ads and you wanted to do Facebook ads because you want to get in front of more people. You want to grow your audience. You want to make more money. But the question that I'm asking him, what was the purpose of the outcome? So we know what the outcome was, what we wanted, but what was the purpose of that?

Like, what is the deeper meaning behind why you want a bigger audience, why you wanna grow your list, why you want to make more money. And so really looking at the reasoning, why you even started this thing in the first place. A lot of times we just forget these things. Like we'll create something, we'll start something, we'll go a certain direction. We'll make a certain decision. And then somewhere along the way we lose the reason why we did it, the why that we did it. So this is about going back to the why, whatever the thing is that you're wondering, should I keep going? Or should I not? What was the purpose of the outcome you were looking for? So whatever the specific outcome was, the why to that is the question. Next thing you want to ask is what is the longterm vision I find in this online space, things move really rapidly.

Things happen very quickly and way too many people are playing the short game. So we're looking at how can I make money right now? How can I make money today? How can I make money this month? How can I make money this quarter? When really as a successful business owner, you want to be looking long-term, how is this going to affect me a year from now? How is this going to affect my team? When I have a team of 10 or 20 people, 10 years from now, how is this going to affect my life? If I keep going this way or keep doing these things. So really look at the long-term vision in reference to whatever it is

that you're thinking about. Should I keep doing this, or should I not piggyback off of that? One is, does continuing to do said thing, support your ultimate vision.

So I want to go back to the ads example, just because I feel like it's a really easy example to kind of wrap your head around, you know, what is the purpose or the why of the outcome you were looking for for the ad? So that would be, I want it to grow my list because I want to reach more people. I know that my course is transformational and I need to get in front of more hands. Awesome. What's the long-term vision. The long-term vision is that I help 20,000 entrepreneurs hit 50 K a month. That's my longterm vision. I don't know if it's going to be this quarter next year or in the next five years, but I have a very long-term vision of how I want my business to be then piggyback off that question does continuing to do the thing, support the ultimate vision.

So the answer there for me would be yes, because if I continue to do the ads, even though they may be frustrating right now, even though maybe I've only been doing it for, you know, a month, ultimately I know that that's what needs to happen in order for me to reach the amount of people I want to reach, to enroll the amount of people that I want to enroll in my programs. I also know that I don't want a business. That's heavily relying on social media, where I have to be active every day. And I have to be posting every single day, 20 times a day. I know that my long-term vision is not that. So doing advertising supports my longterm vision because it supports me being able to not have to be on social media all the time. So I'm going to read those three questions again together because they did, they all go together.

So what is the purpose of the outcome you were looking for when you first made this decision or first chose this thing? This is really the why, what is your long-term vision? And then those continuing to do this specific thing or continuing to have this specific thing, support your ultimate vision. If it does, then you want to keep going with it. If maybe you answered. Yes. And you kind of figured out the purpose and the why and the vision from these three questions, but then you go back to the first question. You're like, wait a minute, but it doesn't feel good, but it doesn't feel aligned. So for me and indication, there would be, we know what we're doing it for. There's a reason why we're doing it. We can typically figure out what doesn't feel aligned. And the thing with alignment usually is that it's something just very small that's feels off.

That's usually the way alignment or intuition works. It's like, it just feels off. We don't really know what it is. We don't have, you know, exact data. We don't have the exact reasons why, but we just know it doesn't feel good. And so typically what people do is they throw the baby out with the bath water, and next thing you know, they've got nothing they're starting fresh. They just burn their whole business down. Right. And the majority of the time you don't really need to do that. You maybe just have to tweak how you're doing something. So if you answered and, and figured that, you know, by continuing to do these ads, it's definitely supporting my ultimate vision of reaching 20,000 people in the next two years. Cool. But it doesn't feel aligned. Why doesn't it feel aligned? Is it because you're doing them yourself and you know that you should be having somebody else do it?

Is it because the numbers are boggling your mind and you're not really sure. And then maybe you should have your VA start keeping track of the numbers. So it's just little things like that, like really discovering what doesn't feel good about it and being able to change it. And then the final thing is, have you done enough testing and experimentation? So my best advice is to give whatever you're doing at least 90 days. So if you're going to do Facebook ads, give it 90 days. If you're going to do Instagram stories or Instagram reels, give it 90 days. If you're going to do messenger bots and give it 90 days, that's going to give you ample data and information to know if the thing is actually working. What I see happen with a lot of people is we decide, Hey, this thing's not working after the first week or after the first month, I'm just going to quit it and move on to something else.

And what that does is it just starts to wheel over again. And we have to do the same thing with another decision. So give yourself at least 90 days, especially when it comes to a specific marketing strategy or promotional strategy, give yourself 90 days to try out and to test out that specific thing before you decide to let it go. All right. So that's it for today's show. I want to thank you so much for tuning in and really, as we head into the end of the year and into the beginning of the next year, it's really important to evaluate what we're actually doing in our business. Are these things, bringing us profits are these things, helping us get to where we want to be. It's really a great quality of a leader to be able to keep going with certain things that we know are going to work.

And maybe even sometimes we don't know what's going to work, but keep going with the things that are in alignment and to quit and stop doing that. Anything that is out of alignment. So make sure that you ask yourself these questions. Anytime you're coming up against a decision on whether to keep working harder at something or to put it on the back burner, or maybe try something different as always, you can head on over to the show notes@jenscalia.com forward slash E one 18. That is the letter E the number one 18 over there. I have the show notes and transcript for today's episode, as well as some new and exciting programs that are going to help you grow and scale your online business. We also have the hottest winter ever, AKA the cashflow collective going on right now. The links for that are also@theshownotesatjenscalia.com forward slash E one 17. If you are loving the show, make sure that you're subscribed so that you don't miss an episode. And please, if you are really feeling it and you feel like this needs to get into more people's ears, please leave us a review. It really helps us on the charge to get in front of more amazing entrepreneurs who are committed to creating incredible change and transformation in the world. Just like you as always. We'll see you back here next week, where you'll get another quick bite training to build your business from the inside out.

Let's keep this conversation going. Join us in the private discussion group meant for millions where ambitious driven online entrepreneurs go to get the mindset and strategy to grow and scale their online empires joined meant for millions@jenscalia.com slash tribe.