

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 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, welcome to met. [inaudible] the podcast for online entrepreneurs and want to create wealth and freedom with their business. So you were in the right place. If you're looking for the mindset and strategy to get seen, known and paid online, I'm your host, Jennifer fav, formerly known as Jenn Scalia, success and mindset strategist for entrepreneurs who want to leave a legacy. And also who wants to build a sustainable and predictable profitable business who doesn't want that.

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 well from the inside out there is never any fluff here. You've got 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 I'm super excited for today's episode. This is something that is near and dear to my heart. Something that I struggled with a lot in the very beginning of my business. And now it actually is the opposite where it feels weird when I don't sell. So I'm going to be talking about the different ways to sell, whether you should be launching, whether you should be evergreen, how many things you should be selling at one time, but let's just get this straight.

It's pretty self explanatory. You should always be selling. You should always be open for business. So without further ado, let's dive into today's episode. What I'm going to talk about is this concept of launching versus passive income versus just being open for business. Like I think that most people just believe that there are only two ways to sell. And those two ways are I'm going to either do this big, giant launch. I'm going to spend all this money. I'm going to have this big intricate plan and calendar and launch this thing. And that's one way, right? And I can only do that maybe once or twice or three times a year, or the flip side of that is people are like, I just want to automate everything. I would have passive income. I don't want to have to do the work. I don't want to have to do active selling.

So it's usually one or the other. And people think like if they don't want to launch, or if they aren't launching, or they don't have that as their strategy, that the only other option is to automate their income. And for me, the way that I teach my students and the way that I run my business over the last four years is to just be always selling. I think that I don't know why, but somehow we have adopted this rule that it is bad to sell all the time, or it's bad to sell multiple products at once or that we're going to confuse our audience. If we make multiple offers, or if we just launched something, we're putting an offer out. But there has to be some sort of waiting period or something in order for us to be able to sell to those people again.

And we think we're going to burn out our lists. You know, there's so many stories and beliefs that we've acquired from being online about selling, being bad. And that is what I want to talk to you guys about today is that like, you actually need to just be open for business all the time. So example, like someone just found out about you, they came across a live stream that you did on your Pam page. Maybe they heard you on a podcast. Maybe they, you know, saw a blog post that you were on and they go to your website, they get your freebie, they find your Facebook group. And they're like, Oh my gosh, I want to work with this person, but you don't have anything for sale. You're like, Hey, I'm not in a launch right now. I don't have anything available. Get on my wait list.

Like, how do you think that person's going to feel that person is going to probably go find somebody else that can help them now. So that's why it's so important for you to always be open for business. That's why it's so important for you to always have something that people can buy some way that people can work with you. And I know that there is a lot of gurus that are out there that stress the importance of

just choosing one product, one offer and going a hundred percent on that offer, which is okay if that offer is available all the time. However, I really believe that you need to have multiple things, multiple offers, multiple price points so that people can enter your business and enter into sales with you in multiple different capacities. Right? So somebody that is brand new to you may want to test you out or try you out and see if there's something that they like about you.

So they might be looking for a smaller product, something where they can see your style, get to know who you are. Somebody might just be ready to dive into like full on one, on one coaching or a mastermind. But let's say you don't have anything like in between. Like what about those in between people? I always talk about different strokes for different folks. I really feel like we have to have those multiple things for multiple people. Are you selling all the time? Like which model do you have and have you adopted into your business? Is it a launch that's happening just a few times a year? Is it that everything's automated and passive? Or are you just open for business? Like, do you always sell something? And I have to be completely honest and transparent here is this. Wasn't always easy for me. I had the same beliefs around selling.

I had the same stories that like, I couldn't sell more than one thing at a time. I couldn't launch things back to back. I could only launch one thing at a time. You know, all of these things that we've been taught and told, and I had to get myself, I had to train myself basically to get comfortable, get excited about selling all the time and being able to serve people all the time. One of the things I actually just said in my group today was like, if you're not selling, what the fuck are you doing? Right? Like you are a business. You are here to make money. Like, do you think that any of these businesses that are well known that are multimillion dollar businesses, billion dollar businesses ever stop selling? Do you, do you think that you go there and they're like, Oh no, we're not selling anything today, but here's just a bunch of free stuff.

We'll be able to sell you something in a month or two. Like nobody's doing that. And there's a reason why we as service providers and people that are in online space and in the information space should be saying that either we need to always be selling, right. Always be putting things out. I literally just did this last night and had a flurry of people enroll in a program with no sales page, no sales conversation. I basically just put out the offer and said, Hey, I have this available. It's for 20 people. If you're interested, let me know. And I'll send you the details. It was that simple. What we decide to do, what we tend to do is we tend to overthink. We tend to make it complicated. We tend to think that we need certain things in order to sell. And that's just not true.

If you're good at your craft, if you are confident in what you do, if you can get people results, if you can give people a transformational experience, all you have to do is make the offer and not complicated. Like obviously for certain things, if you're going to be, you know, doing a major launch in your business, then you will want to have certain things in place because you pretty much have to guarantee that that launch is going to work. So from my perspective, I actually feel like having all three of these is the best combination. So having a launch maybe once or twice a year for really like an influx of cash, also, just maybe to get your name out there, to build up your audience, to build up connections and affiliates launching is really, really good for that. Also having something that people can just buy whenever they can go on your website, they can go and just hit, you know, shopping cart or whatever, and buy a product or a DIY course or something from you.

And then in addition to that, always be telling like, that's how you're going to make more money. One of the things my mentor always said is like, the more offers you make, the more money you make, that's really not rocket science. Right? So I just want to talk about the difference between those three, which ones you should have in your business. I say all three people are always saying to me like Jen, you're always launching. And the reality is I'm not always launching. I actually barely ever do like a legitimate

launch where I have my team members on board. I have ads going, I have a launch calendar that happens maybe just a few times a year, but just because I make an offer or just because I present a sale or a package to someone doesn't mean that I'm launching. So I want you to know the difference between that and how it's really going to benefit you to just be able to sell all the, how are you currently operating in your business?

Are you launching all the time? Are you launching once or twice a year? Are you just open for business? Like, are you just enrolling people all the time? No matter what, or are you strictly focused on passive and automated income? I believe again, like I said, that all three are important in order to create a really sustainable business where there's money coming in all the time. You know, you can go on vacation, you can take a few days off. It's okay. If you get sick, because you have all of these things in place. If you do a big launch, you're kind of screwed. If the launch doesn't go well, right? Because you put so much time, money and energy and you know, your team members and everything into the launch, the launch doesn't produce the results that you desire. You're kind of screwed. Same thing with passive, like passive.

It takes a while it takes trial and error. It takes trial and experiment. As my friend, Amber says, in order to get that right in order to understand what people want and also be able to deliver something that's transformational. And that gets people to take action in a DIY type of setting, right? Like in something that they can just buy and take action on. So I believe all three is the key, but I want to hear from you guys, I want to hear from you guys on how you're currently operating your business. And also I want to hear, like, what are some of the stories that you tell yourself around selling? What are some of the stories and beliefs that you have acquired just being in the online space about how you can sell, how often you can sell, you know, how you're supposed to launch if selling is bad, like, why do we believe that selling is bad?

We actually love to buy, right? Like I know I love to buy. I'm probably buying something on Amazon. Like every day, maybe not everyday, but probably at least four times a week, I'm buying like I want to buy, I love to buy. I want things to be readily available for me. So I think that we always need to be open for business. Whether we decide to launch, whether we decide to do passive, everyone kind of has their own way of being based on their strengths and what they desire most. But bottom line, we need to be open for business all the time. We need to be able to serve people when they need us, which is all the time, right. Not just once or twice a year and we need to be okay with selling. And we need to know also that just because we sell multiple things does not mean that we're going to confuse our audience does not mean that we're going to burn our audience out.

Because like I said, one of the things that I always remember is different strokes for different folks. So different people are going to want a different level of access to you. Different price points, different content, different things like that. So give them what they want, give the people what they want selling. Wasn't always this easy for me. Selling was hard for me. I didn't want to get rejected. I didn't even have a sales page or a work with me page on my website for the first year of my business. And guess what? I didn't make any sales, so it's okay to be nervous. But I think that if your bigger vision is like, I know that when I sell, like what's on the other of that sale, what's on that other side of that sale is me helping someone change their life, me helping someone transform their life.

Right? So if you think of it beyond the actual like, transaction, right, and think about how am I serving people and I can only serve people in this capacity. If there's an exchange, if there's an exchange of money, if there's an actual sale being made, if there's actual commitment being made. So think about what's on the other side of the sale and stay focused on that. Super excited to have you always be selling. This is it. This is, it's something that so many people just forget or get in their own way of they sabotage. But the more you sell, the more money you're going to make, that is just a fact. So hopefully

you enjoyed this episode and you can actually head on over to the show notes@jennscaliam.com forward slash E 63. That is the letter E and the number 63. And you can check out the show notes for today's episode. And as always, I have some goodies and links and downloads and things over on the show notes as well, make sure that you come back here next week for the next episode of meant 4 million.

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