

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 the million dollar business podcast. Here's your host, Jenna Faith.

Hello, and welcome to the million dollar business podcast for entrepreneurs who want to create wealth and freedom with their business. I am your host, Jennifer Success in Mindset, strategist for entrepreneurs who want to do it big, whether you want to start a movement, leave a legacy, build a seven figure business, be an international brand. You are absolutely in the right place because you need both strategy and mindset to be able to do that so that you can get seen, known and paid. So in today's episode, I'm going to be answering one of the most common questions. I get both from paying clients and just people in my community in general, in terms of what and when they should be selling in their business. So the question really is, should I, or can I sell more than one thing at a time in my business? So let's dive into today's episode where I'm going to be answering that question for you right now.

So the infamous question, should I, or can I sell more than one thing at a time in my coaching business or online business? So the short answer is absolutely. Yes. Can you think of another business brand that only sells one thing at a time? I certainly can. So short answer. Absolutely. You can. You should. If it's in your bandwidth to do, if it's in your capacity to do, there's absolutely nothing wrong with giving your clients options to work with you. Now, I am going to go into a little bit of a more complicated explanation here, depending on where your business is at, depending on what type of business you have, depending on how many hours you want to work, depending on how many current offers you have, depending on how much time you have, will determine how many offers you can or should sell at once.

Now, if your offers are mostly done for you or things that people can just download or purchase, then absolutely sell as many things as possible. Now, if you have to fulfill on these things, like let's say you're running multiple coaching programs. You want to take into consideration how much time it's going to take you to actually run the program, right? Because it's one thing to sell it. And it's quite another thing to have to put these calls on your schedule for X amount of weeks and then show up and do the calls. So if you are limited to a certain amount of hours per week, that you want to be on calls or that you can work, you're just going to want to consider that also your personality, your style, your character, your bandwidth. Can you handle selling more than one thing at a time working with that many clients at once.

So that's really going to be up to you. But like I said, sure answer. Absolutely. I love to give my clients options. I always say it's different strokes for different folks. You know, someone who is going to sign up for a high level message or high-level one-on-one, it's not necessarily the, the same person who's going to buy a DIY product or a membership or a \$200 course. So you can have variations. You can have multiple things, especially if they're at different price points, different access points to you. Like as long as they're different, I would say the only thing that would make me question, should I sell more than one thing at a time? Is if the thing, yeah, these are very similar and could be confusing to your audience. So if you have two very similar offers and it's a little harder to distinguish between which one is better for me, that's what your clients are going to be thinking.

They're going to say, okay, I'm not really sure. Or what's the difference? Or why is this one so much more? Or why is this one so cheap? Or why is this one, this length, anything where it feels like blurred lines between your offers. You want to keep those things separate. But if you have very distinct offers for very distinct people, very distinct access to you, very different times, like maybe one is six months. Another one is six weeks, very different price points. You absolutely can sell multiple things because you're going to have people in your office who want different things from you at different times. Yeah.

Imagine if you wanted something, anything, let's say an article of clothing, say a car. You went, they were like, well, this is the only thing that we have available for the next two weeks. Or this is the only thing that we have available for the next 30 days.

If you don't want it too bad, that's all we have. What a bummer that would be. Yeah. You would just go to someone else, go to a different store and find what you want because you want it. And you want to invest in it now, right? Not a month from now. You don't even know what the next offer is going to be. Let's say you're shopping for a car. And you know, you want an SUV. You go to the dealership, you're excited. You get there. And they tell you, we only have convertibles. We only have a red convertible for sale for the next 30 days. That's all I'm going to be selling. I'm going to try to sell as many red convertibles as possible. You would be upset because you know, you don't want to convertible. You want that the SUV. So think of it that way.

Think of it, giving your clients options or your potential clients options versus I'm going to confuse them because I'm doing too much. Now I know where this concept comes from. I get where the idea comes from because I fell into that trap as well, where that comes from is in the digital marketing space, us believing that we have to create a big launch for every single product that we have or every different offer that we have. And in those launch plans. And it is very, very focused on one particular offer and taking people from value to an experience, to an offer. So if that's your style of business, that's your style of launching then? Yes. Within those launch periods, you're going to want to focus solely on your main offer. Not only that, but you don't want to be distracted and pulled in many different directions while you're doing a big lawn.

So if you have a big launch, if you have something that, you know, you want 30, 50, a hundred people or more in, you know, you want to have a six-figure launch, then yes, I would recommend just putting your other offers on hold in terms of promoting them so that you can solely focus on this one. It doesn't have anything to do with confusing your clients or anything. It really just has to do with you not splitting your energy up between doing these things and launching these things so that you can have a very successful monetary launch, which is what you want. Like I said, it's a little bit more complicated. Once you dive into the nitty gritty of what your business looks like, how your business operates, what your bandwidth is, how much time and energy you want to put certain things, but long story short.

Yes, yes, yes. If you're feeling called to some multiple things at once, do it. If you have multiple things that you want to offer your clients, do it, just make sure that it's very distinct that they understand this is what I'm getting here. This is what I'm getting there. Another idea you could do is maybe bundle some of your own first together. If you're someone who wants to put multiple offers out there. Now I'm a little bit old school, I guess. And you know, I do have multiple things that are for sale, but typically when I'm launching, I do focus on maybe one or two things at a time, not five or six or seven, right? Because I feel like that would just be overwhelming for you. And we want to create a business has freedom. So answer, yes, if you want to sell multiple things at once, as long as they are different price points, different access to you and very distinct differences between the two or between the three or four or however many you have, then absolutely you can do it.

That is it for today's show. I just wanted to come in and answer that question because I keep getting that question from my paying clients. And as many times as I explain it, they still have that little voice in their head that says, no, you can't show more than one thing at a time. You have to focus on one thing I just wanted to come on today and bust that myth. Yeah. If you have the capacity, the bandwidth, the time, the energy and the know-how to be able to launch multiple products at once. Absolutely do it. If you want a more laid back automated business, probably going to have to, or want to focus on just one or two, two things versus being all over the place and launching multiple things. So as always, you can

have head on over to the show notes where I have the transcripts and some other links and goodies over there@jenscalia.com forward slash E 1 0 4.

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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.

[inaudible].