

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. Jen Scalia, welcome to meant for millions, the podcast for online entrepreneurs who want to create wealth and freedom with their business, you are in the right place. If you're looking for the mindset and strategy to get seen, known and paid online, I am your host, Jenna, faith, formally Jen Scalia, success and mindset strategist for entrepreneurs who want it all. So each and every week we come together and I give you a short 15 to 20 minute audio training on how to build wealth from the inside out.

You 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 in last week's episode, we talked about my favorite favorite platform for growing an audience. And that is the email list. If you miss that episode, definitely go back to that episode, take a listen, and then really pay attention to what I'm sharing with you. In today's episode, I'm going to be sharing the three ways to grow your audience now. So there are multiple different ways to grow your audience, grow your list. There are some that are far superior to others. There are some that cost money. There's some that are free. There's some that are easy. There are some that take effort. And today I am breaking down those three ways. And which ways I actually feel are the ones that you can get started with right now. I'm actually giving you a strategy that is completely free, that you can start implementing right now today to start growing your audience. Let's not waste any more time and dive right in to today's episode.

I get people that message me every single day. They tell me about their business. They tell me what they want, you know, their desires, what they want for their financial situation. What it comes down to is just not enough people know about them. You know, it's not that they're not good at what they're doing. It's not that their program sucks. It's not that, you know, they did their launch wrong or anything like that. Like it literally is a numbers game. No one knows who they are. They have zero list. They have no one that is really engaged or following them on social media and boggles my mind that people think that they can actually create a business and sell stuff and create like these group programs with nobody to sell to. I don't understand, you know, there's so many people that are out there like teaching you how to build a course or teaching you how to do a mastermind or teaching you how to do a membership site.

And that is great. And I think that that is amazing when you have an audience to do it. And I think so many people just skip over this step, which is why I'm like despised up right now because you need an audience. Like you actually need people to buy, like, think about if you had a brick and mortar store, you know, you were in the middle of the woods somewhere. Okay. So you had no traffic, like no people would actually like driving by, or, you know, just seeing your sign and stopping in. And you were just sitting there waiting for people to come in your store eventually. Like how long do you think it would take for you to go out of business? Like I would think of probably take, you know, a month or two before you go out of business because you have no customers.

Like you just have nobody that's there to buy your stuff. And it doesn't mean that you're not the best store in the world. And it doesn't mean that your products are crap. And it doesn't mean that, you know, people don't want what you have in your store. It's that they literally just don't know about your store. So I want you to think about it that way too. So if you're thinking like, man, I just launched the program and nobody bought it or maybe just two people bought it or you know, all of my launches fail or nobody's buying my stuff or I'm making all these offers and nobody's responding. I haven't had a look at your audience. Like, do you actually have an audience of people who want to buy from you? This has to be the first step when you are creating anything. You know, if you're at a place where you don't have that audience, that's totally okay.

Like we all start somewhere. Then start with some personal outreach. Start with referrals, start with reaching out to people, telling people about your business, getting some one on one, clients, getting some things under your belt before you go and spend all of this time, creating a program or creating a mastermind or creating a membership and have nobody to sell to. You know, I know that there's so many amazing people and people that are my friends and, you know, gurus out there that teach just making the course, right? Like here, you're going to make the course, you're going to become a millionaire. You're going to make the course, all these people are going to buy, but they're not teaching this part where you actually have to grow the audience. You actually have to have people to sell to. And you know, the missing link is that I think that what we see, like, especially if you're newer or if you just haven't built your audience just yet, what you're seeing from those people are people that have capital.

There are people who can spend money on Facebook ads. There are people who can spend money to hire a Facebook manager. You know, that's thousands of dollars a month. So yeah, they can build a course and then they can hire an ads manager and then they can spend thousands of dollars a month on ads and fill their course and become a million dollar business. But if you don't have that, like if you don't have the capital, if you don't have the budget to create ads and run ads every single month to your offer, then you have to do it organically. You have to build your audience first and then you can create whatever it is that you want, but you'll actually have people to sell to. So what's your list size, like I'm not talking about your Facebook because honestly how many people on your Facebook actually see what you post?

I think it's like 25%. It's probably even less now, but I've been building my list for many, many years. I've done it in multiple different ways. I have actually cleaned out my list where I've deleted like almost half my list because people weren't active and engaged right now currently like people that I actually market to is about a little over 16,000. And it's funny because it's actually been hovering around there for several years. So between all the cleanups and getting rid of people and adding people and people unsubscribing and all that stuff, it kind of remains around this like 16 K Mark. But that means that, you know, when Facebook goes down, I actually have still people to sell to, like, I can send an email out and make sales. I can send an email out and, you know, tell people about an offer that I have going on.

And I don't have to rely on Facebook to work for me. Right. Or to get in front of people when reality is, we're not really getting in front of that many people anyway, when we're doing social media, but I want to talk about just three ways that you can build your list. Like these are like the main three ways that you can build your list. So I want to put that out there because I really, really am passionate about you guys doing this because you like, just imagine if your list size was doubled or your list size was tripled, or your list size was 10 X, how many more sales you would have? How many more customers you would have because you actually have more people to sell to. Right? So like, just imagine that, like imagine if instead of a hundred, you had a thousand people on your list, how many more sales do you think that you would make if you actually had a thousand people that had your attention that were getting your message loud and clear, whenever you send something to their inbox versus being inundated with all this stuff on social media.

So there's three ways that you can build your list. So I'll talk about them really in the order that I did them. And I'll talk about the order that I think you can do them or that you should do them now because I've actually experienced this. So the first way obviously is organic, right? That is posting on social media, using free social media accounts, putting your message out there. But that requires consistency. That takes a long time. That takes commitment to be able to post every day, to come up with content every day, to reply to people, all of that stuff. So organic, it works. Okay. I'm not going to say it doesn't work. It works, but it takes a long time. And that's how I started my business through organic. Really. I started mine on Instagram. This was before Instagram was even huge. Like it is right now.

And basically just posting, making offers, doing calls to action. And it slowly built over time. You know, obviously organic is what a lot of people do and that is a way to do it. It works, but it's going to take time. Okay. Then the second thing I kind of moved on to which really really worked for me is leveraging other people's audience. So this was by contributing to blog posts in online publications that had my audience in it. This was being on podcast where the podcasts were featured to people. You know, the listeners were my ideal audience. This was getting press, you know, having features like I had a feature in Forbes, had a feature, a business insider. And that actually helped also build my list, which was really awesome because I didn't have to start from scratch the way that I did with organic.

Like I literally was leveraging an audience that somebody else already had. Like how amazing is that? Like, it's still organic. It's still free. Takes a little bit of work, takes a little bit of you really understanding where your audience is at and partnering up with people who have that audience. And that's another thing you can do. You can do partner webinars. So I, you know, maybe link up with a copywriter who has a lot of coaches on her list, but we're not direct competition. I can do a webinar for her audience, or I can do a lead magnet for her audience. And then we can kind of swap and she can do one for my audience. And you know, then I'm leveraging her list. She's leveraging my list. Everybody's getting what they want. It's a win, win situation and it's free and it's fast. So that actually is my ideal recommendation for anybody.

That's just starting because you can leverage somebody else's audience, it's fast, it's free, it's fun. And it's just a no brainer. Like you're not wasting all this time trying to post it on social media and try to get traction, especially now with the algorithm and you know, all the crazy stuff that's going on. Like I know for myself, when I post in this group, sometimes Facebook is literally like, like nobody's seeing this post. Like it literally makes my posts disappear. I don't know if this happens for anybody else that has a group. If it does let me know. I'm the only person. But I noticed that, you know, if I post something about an offer, I posted something about my black Friday offer and it just literally disappeared. Like it's not on a timeline anywhere like Facebook is like, I'm not showing this to people.

Partners find people that have a similar audience to get in front of their audience, create a lead magnet, create something that where you can collect their information. That's the fastest and easiest way for you to grow your list. And you can do it even if you're brand new. The other thing about it is it provides instant credibility. Like if you're featured on mind, body green, if you're featured on business insider, if you're featured on tiny Buddha or elephant journal, interesting credibility. So people are automatically going to take what you say and your expertise as valuable and as truth, because you're also being supported by the person who has already built that audience. So that's the second way. And then the third way, of course, is what we just talked about, which is where a lot of these gurus and these people that are telling you build a core skill.

The course build a course. Yes. Go to course and then dumped thousands of dollars into Facebook ads. So I also use paid advertising, but I didn't do that until after I already had my fan base. I didn't do that until after I already had money to be able to invest in somebody, to do my ads properly and also to be able to spend a decent amount of money in ads. I think there's a lot of BS, frankly, going around where people say that you can, you know, make money doing Facebook ads, spending \$5 day, they're \$10 a day. And it's like, that's BS. Like you can't, you need to spend a lot more money than that. And you need to invest either in your own education and figuring out how to do the Facebook ads or hire somebody, which it is not cheap to hire somebody good to do your Facebook ads.

So my recommendation to you is if you want to build your list, you want to build your audience and you want to actually have people to sell to is to do the second method that I mentioned, which is leveraging other people's audiences, being on people's podcasts, writing for blogs that have an audience of like hundreds of thousands of people. I mean, how amazing is that you write an article for your own blog

and maybe 50 people say it, maybe, maybe, probably not. You write an article for, let's say mind, body green, who has an audience of probably well over half a million and all of those people see your content. Like it just it's a no brainer. But the funny thing is like, I talk about this all the time and no one does it. Like no one actually takes the time to do this.

And I don't know why. So if you actually will take the time and do this, you're also going to be at an advantage too, because your competition is doing it the hard way. That's my rant for today because I really, really feel like in order to be successful and in order to really sell out your programs and have the a hundred K launches that you want, right. Have the 10 K months, like you need people to sell to that is the bottom line. Because if nobody's coming to your store, nobody's buying your stuff. You're going to be out of business really, really soon. So take the time to invest in building that list and building that audience. And then also obviously nurturing that audience with awesome, valuable content and really loving up on that audience so that they want to buy from you. But check your list, like see how many people are on your list.

And just imagine like, if your list was doubled tripled or 10 X, how many more customers you would have, how many more sales you would make every single month, how much income you would have. And I just gave you an amazing, amazing free, absolutely free strategy that you can start using. Literally right now, if you want to, to start building your list. So you got to build your audience, you got to build your list. You have to have people to sell to bottom line. I don't care what anybody else says. I don't care what people say. You know, build a course first, know if you're going to have a membership site with two people in it paying 50 bucks a month. That's not worth it. I'm sorry. It's not. So if you want a hundred people in your membership site, guess what guess how many people actually need to be at least on your list? At least a thousand people. Okay. So know your numbers, build your list, grow your audience,

and really hope that you took some notes here. Really hope that you are committed to taking action on the strategies that I've given you today. These are strategies that I share with my clients and my audience. And these are real things that are actually going to work to help you build a platform of your own. To help you build an audience of people who are ready to hear from you, who want to hear from you, who want to buy from you. It is so important for us to create and leverage another platform outside of social media, because we know social media can be really, really finicky. I would love for you to head on over to the show notes@jennscalialia.com forward slash E 55. That is the letter E the number 55, have the show notes over there, plus some other goodies as always. And I would love to invite you if you are ready to like really take your email game to the next level, you know that this is what you have to do to build a sustainable business.

You know, that you are just tired of social media being finicky. One to create something that you have control over that you have power over. That is everything that you will get in the email millionaire. That email millionaire is everything that I have learned over the last five years, sending literally hundreds of thousands of emails, making millions of dollars from that email list. And I'm going through it all, how to build your audience, how to nurture your audience, and then how to sell to that audience in a non sleazy way. So you can check that out@jennscalialia.com forward slash email. And I hope to see you back here for the next episode, where I'm going to be sharing the five things that you need to focus on in your business today.

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 scalialia.com/tribe.

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