

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 focused, fierce and financially free. Here's your host Jen Scalia. Welcome back to focus fierce and financially free. I'm your host Jen Scalia, success and wealth strategies, and this is your quick bite podcast for online entrepreneurs who wants to create wealth and freedom with their business. So if you're looking to get this strategy and the mindset to get seen, known and paid online, then you are in the right place. Make sure that you're join us here each and every Tuesday. Okay, well you'll get a short 15 to 20 minute training on how to build wealth from the inside out.

You'll get a little bit of strategy, a little bit 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 welcome to today's show where we're going to be talking about the difference between owning it and claiming it. So you may have actually never thought of this this way before, but I'm sure you've heard people say before, and you've probably also said it to yourself, I'm owning this, or they're owning that. I'm not going to actually break that down for you and why it's actually not healthy for you to just continue to own things and why you really need to claim it. So let's dive into today's episode. I'm sure we've all heard the term owning it or own it. You've probably used this term in your own life or in your journaling, or when you think about making a serious change in your life, doing something different, thinking about how you're going to impact the world or what you're going to do with your business.

You may say to yourself like, I'm owning this, right? Like I'm owning it. Like I've done that before. I'm sure that you have, it's become like a thing, right? Like I see it all the time online and people are like, own it. You know, you just need to own this. That's all well and good. However, I actually think it's detrimental because owning it and you'll see why in a second doesn't actually allow for change. This is why I want to talk about the difference between owning it and claiming it. Language is so important. The way we use words, the words that we use, how we say them, whether we say them to ourselves, but we're talking to ourselves, either talking good about ourselves with our effort nations or whether we're talking badly about ourselves, whether we're thinking badly about ourselves, whether we're talking about other people or saying things, words and language have so much impact and carry so much weight.

So we really need to focus on how that affects not just other people and the things that are happening around us, but how that language affects us internally. This topic actually came up for myself maybe about a months ago. I can't even remember exactly how it came up, but it came up because I kept doing my journaling and kept doing these self affirmations and every time I would get like get to the point and get to the brink where it was like I'm ready, like I'm ready to make this change. I would remember typing or writing in my journal. I'm owning this, I'm owning this, like I am so ready. I'm owning this, and yes, what I've found is that it became repetitive and it became repetitive because it wasn't happening. So I would say like I was owning something and then nothing would change. I wouldn't take the actions or do the things that actually had to happen in order to fully, fully embody that day.

When you're owning it, the way that I look at it [inaudible] it's internal. It's basically you realizing or acknowledging something within yourself so when you own it, you can pretty much go back on your word like how many times have you said I'm going to start eating? Well tomorrow, tomorrow comes. That doesn't happen. How many times have you said, I'm going to start writing a newsletter to my list or I want to start doing daily live streams and maybe the first two or three days you're good and then

boom, you're back. You're back to where you were before even though you owned it, even though you quote unquote committed to it. Right? Because I really feel like self accountability sucks for most people and I'll be the first one to admit that, which is why I always have a coach, which is why I always have somebody, a mentor, peers, friends, and mastermind to get that public accountability.

When you own it, you're only halfway there. It's internal. It's an acknowledgement, which is definitely the first step in most of the changes in our life is like being aware and acknowledging that, Oh, this problem is here and this thing needs to shift. Right? But without actually changing the habits, changing the things that we have to do, that will never occur. The shift will never occur. So I really believe that when you own something, it's because you do have a deep desire to change. But there's still a lot of work to do and so when you own it, you can kind of hide. You can go back on your word. You can say, Oh well I'll do it again tomorrow. I'll try again tomorrow. Right? It's just a loop. It's a cycle. It goes on and on and on. This may be why if you're someone who has experienced, like trying to manifest or trying to get a certain thing and it feels cyclical, it feels like, why do I want the same thing that I wanted six months ago?

Why do I want the same thing that I wanted a year ago? Why hasn't my body weight changed? Why hasn't the way that I show up online change? Why hasn't this relationship change as much as you want it and desire it too? You haven't actually done the things that are required to make that shift and change. However, on the flip side, I feel like when you claim something, when you truly draw a line in the sand and you come to that fork in the road, you make a decision. This is external claiming is external. You're telling the world, right? So you're no longer telling yourself who always tends to go back on the word of herself. You're letting everybody in their mother know you're letting the universe though you're letting the world at your fingertips no, that you are making this change. And when you have that kind of public accountability, you essentially cannot go back on your work.

I mean, technically you could, but for the most part we won't. Right? Because that would show crisis in our leadership. So when you claim something, you can lead. When you claim something, it sets the wheels in motion for you to take the actions and make the decisions and do the things that you need to do to make that shift and change. So for example, a lot of people want to write a book. Some people have even started to write a book, but they haven't told anybody. They haven't really gotten very far in their book. They keep talking themselves out of it or pushing it off. And they may have wanted to write a book for years and maybe years ago they claimed, I'm going to be a published author. I'm going to get my book out there, or I'm sorry, they owned it, but they kept it to themselves.

However, if that same person would have gone online or to peers or trusted friends or a mentor and said, I'm getting my book out this year, my book is being written now, do you think that that person would be more apt to get the damn thing done? Of course they will. Now they have somebody else holding their feet to the fire. Now they can't just lie to themselves that if they actually choose to not do the thing, they're lying to everybody else and we don't do that. Right? Like people don't inherently do that. We want to lead. We want to be leaders in our life and our business. We want to say that we're going to do things and do them, and it's really hard to do that when it's internal, when you're just owning it, when you're kind of keeping it a secret. So the key to major change, the key to quantum shifts, the key to really getting the things that you want.

It's public accountability or as I like to call it, claiming it. And so if you're only owning the reason why it's bad, it's because you're just going to be on a cycle. You're never actually going to get the thing done or get it done to the degree that you should or when you're supposed to. So instead of owning things, I

want you to start claiming it. I want you to put a line in the sand. I want you to tell someone that's trusted that will hold your feet to the fire because as easy as it is, as it is for us to go back on her own words, we do not want to let people down. We absolutely do not want to let people down. It's just human nature, right? So that is the difference between owning and claiming it and why it's so important for you.

Start claiming the things that you want, the things that you desire, how you want to impact, how you want to show up in the world. Claim it. Let everybody know, let your freak flag fly. That is the difference between owning and claiming. So that wraps it up for today's show. I want to thank you so much for tuning in and I really want you to start to think about how you're going to start claiming things online, claiming who you are, who you want to be, who you want to impact. And I would love to invite you to check out my brand new program reclamation as we entered 2020 and a new year and a new decade and really step in powerfully into who you desire to be and become. I kind of think of this as more of an unbecoming, right, because we have always been that person.

The only thing that has changed is external things, external circumstances and stories that we've created. So we kind of have to undo the stories and undo the things that have covered up the real us. So I would love for you to head on over to JennScalia.com forward slash E 28 that is the letter E and the number 28 and find out more about reclamation and join us into stepping powerfully into the new year 2020 and the new decade. Thank you so much for joining me again for this episode and like always, I know that there are so many places that you can be so many things that you could be listening to right now and I am just filled with gratitude and so, so thankful that you chose to spend it here with me today. Let's keep this conversation going. Join us in the private discussion group, the ambitious babe. We're ambitious, driven online entrepreneurs. Go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at JennScalia.com/tribe.