

In today's episode, I'm going to be sharing the thing. That's going to make your business so easy. And have you connect with your audience in a way that's unmatched how to remove the sheds and create magic in your business. There's a whole world out there of people that need you to 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 all in, 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 Faith. Welcome to meet 4 million the podcast for online entrepreneurs who want to create wealth and freedom with our business. You are in the right place. If you were looking for the mindset and strategies to get them known and paid online, I am your host.

Jennifaye formerly known as Jenn Scalia, success and mindset strategist for entrepreneurs who want to build a sustainable and predictably profitable business. Make sure that you join us here each and every week where you'll get a short 15 to 20 minute audio training on how to build wealth from the inside out. There's absolutely no fluff here. You'll 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. I am so excited for today's episode, where I'm going to be diving into the feel good marketing method. This is going to create magic in your business. So without further ado, let's dive in to today's episode today, I'm going to be sharing something that is really one of the major foundations of what I work with my clients on and how they're able to build a business.

That feels really, really good from the inside out that is in flow that may not necessarily follow all the rules that may look different than what everybody else does. And that really is the key to a long standing success in your life, right? And in your business and having something that doesn't cause you to feel resentment, it doesn't cause you to feel burnout or anything like that. The reason why we burn out is because we're trying to do something that doesn't light us up. So today we are talking about the feel good marketing method. And if you have worked with me before it, you've heard me talk about this and I still want you to listen because I know it's so easy for us to still get wrapped up in the shirts. I should be doing this. I should be doing that method. So, and so is doing this and it works.

So and so is doing that. And it seems to be bringing in a lot of money. The reason why it brings in a lot of money for them is because it feels good for them. It's because it's the thing that lights them up. It's because it's the thing that feels so aligned and so inflow and so easy for them. And that's the place that I want you to be. When you think about marketing your business, promoting your business, it should not feel like a chore. It should not feel like I have to. It should not feel like I should do this. It should not feel like, Oh my God, I have to do this. It should feel like, Oh my God, I am so freaking excited to do this. I am so freaking excited to share this. I am so freaking excited to get on this live stream right now.

My energy is buzzing and people are going to feel it. I am so connected with this Facebook post that I just wrote. I feel so good about emailing my audience, because I know that every time I send a newsletter, I make money. Those are the thoughts that I want you to have. Those are the feelings that I want you to feel, and that's really how I want you to operate. So with the feel good marketing method, there's a couple different parts to this. The first one is really understanding your strengths. Also understanding your best way that you connect with your audience. What feels best for you? What feels the most like you are just the expert. You are flying high, you are tapping into what they want and you connect with them. For me, it's writing. Writing has always been on my heart since I was very, very young, even though I do live streams.

And even though I do audio is like this, honestly, when I can get my pen on paper and just write from my heart, that's where I feel the most connected. That's where I know that I can really explain the value of what I'm bringing to the table. And so I choose writing as my feel good marketing method. It is a thing that I'm going to do the most. Always. Now I will still do live streams just because I know that there's an

importance there, but it's like, that's not my thing. Right? Well, there's other people who they love being on video and they light up when they're on video, they just can't get enough of it. And so those are the people that you're going to see live streaming every single day, right? Connecting with their audience in such a powerful way. They don't stumble on their words.

They don't feel doubt. They don't feel, Oh gosh, this is weird. People are watching me. They light up. And so that's their feel good marketing method. So I want you to think about what it is for you. There's four main ones. And like I said, this can be a combination of things, but I want you to really stick to the majority of your marketing and promotions being in the method that feels the best for you. You know, for instance, I might do like 70% writing, 20% live streams and like 10% audio or whatever that is for you. So that's how I kind of want you to figure out what works for you. What's best for you, the place it's where you feel like you shine the place where you feel like I can just go on and yeah. On and on. And this feels really, really good.

So there's writing, like I mentioned audio, so I love audio too. Obviously why I have my podcasts mainly because it's like, I don't have to get dressed up. Right. Like I don't have to make sure I look good. I get my camera ready or my lighting ready? Like, okay, can you just talk? Just like, I'm talking to a client, just like, I'm coaching a client. I can just get my words out there and you guys can feel them. So there's audio, there's writing, there's video, we're live stream. Those can be two different things. Right? So maybe you're not loving the live stream. A lot of people don't like the way it feels or, you know, just aren't used to it yet. You could do pre recorded videos. If you feel like I just do really well in front of a camera, do a prerecorded video, whatever feels good for you.

And then the last thing is it's a little bit different, right? Because it's more of in person. So maybe you like to speak on stages. Maybe you like to connect with people in real time, in real life, at a networking event. So where do you shine? Where do you feel like this is my strength? This is the thing that I love to do. So that's part one. It's really just the modality or the medium, how you deliver your message, how you share your value, how you connect with your audience. The second part of this is going to be a little bit more on the marketing side. So think about the actual strategies that you have used in your business. It could be webinar. It could be a challenge. It could be a live stream series. It could be a live event, maybe a one-on-one sales call on that front.

Like when you think about your offers, you know, if you're doing like a low cost offer, you may like to do a challenge. If you're doing a mastermind or a bigger offer, you may like to do sales calls, but I want you to think about the method. Like how do you enroll people? How are you going to get people to enroll? How are you going to get people to buy into your idea? How are you going to get people to be in your space so that they can see your value and experience you and then want to buy? I used to always do challenges that were just written because that was where I really connected with people now, because I'm more comfortable with doing live streams. I'm going to do a challenge. That includes also a live training, like a live training element. More people are saying we live, they're able to connect with me.

So just really think about what that is. I don't like webinars. You guys barely will ever see me do a webinar. And if I do, it's more like a live training or something along those lines, you know, I don't do speaking anymore. I did it a little bit. Didn't love it. So I decided not to make that one of my main things that I did, you know, so really think about for you, what feels good for you to do what feels amazing? What allows you to shine in your gift when it comes to the promotion and marketing of your offers? Maybe it's just sending emails. Maybe you're really good at sending emails and that's like your thing. And you know that I can just write a series of emails and get people to buy. Maybe it's for you, the live streaming. Right? So really think about for you, what feels the best, what feels good, because then it doesn't matter what everybody else does.

It doesn't matter if someone says doing a webinar and that person is doing a three part video series. It's like, what feels good for you? When you attract, when you are calling in the right people, it is essentially what feels good for you. Your energy is going to call in the people, right? So if you have bad energy, if you are like, Oh my God, I just have to do this. Or I was told to do a webinar, or I was told to do it this way, or I should do it that way. Or three part video series works for them. So let me try to do it. Any of that stuff is going to be a complete repellent for your ideal audience. So do what feels good. Choose your medium, choose your modality. That feels really good and connected. And then think about what ways do I like to promote?

What ways feel really good for me to do? And again, it may be a combination depending on who you are, depending on what your strengths are. Maybe for you. It's just writing. I follow someone who he has some incredible programs and he has an awesome following and he's taught some of the best gurus and all he does is right. I've never seen him on a live stream. I don't even know if he has a Facebook. I don't even know how I got on his list, probably because I like writing. And I'm connected with people who do that and all of his programs, they're not video, they're not audio. They're written format, his sales pages, his launches all written format because he knows that's how I connect with my audience. That's what feels good for me. And he's crushing it by doing that. So instead of trying to do all the things, be all the places, be all the things for all the people.

What feels good for you because when you feel good and you feel lit up and you don't feel like I should do this, or I don't want to do this, that's when the magic is going to happen in your launches. That's when the magic is going to happen when you're selling something, because you feel connected to it and you feel energetically aligned to how you're putting it out there. So that's it for today. I want you to just really explore what feels good for you, regardless of what any guru says or what anybody else is doing that you think might work. What feels good for you? What's the modality that feels good for you. Then what's the promotion method. Like what's the promotion strategy that feels good for you. You don't need to know right now, like exactly how to do it, or, you know, the logistics or the step-by-steps, what feels good for you.

Does it feel good for you to engage with your audience in a back and forth manner in a live stream? Maybe it's zoom. Maybe you like zoom better because there's like a two way conversation. Maybe you just like sending an email. So really think about that. So that is it for today's episode as always. I hope you really take the lessons from today's episode and apply them to your business right away. This can literally make you, you go from being stressed out and burnt out in your business to feeling inflow and having things feel really easy and fun. And isn't that what we're doing this for. So make sure that you head on over to the show notes@jennscalialia.com forward slash E 68. That is the letter E and the number 68. Always have some goodies over there for you and the show notes as well, and make sure that you come back for the next episode. If you are loving this podcast, please leave us an honest review. This really helps us get to more people so that more people can get these lessons for their business so that they can grow and they can experience freedom as well. Let's keep this conversation going. Join us in the private discussion group. The babe, where

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