

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, welcome to the million dollar business podcasts for entrepreneurs who want to create wealth and freedom with their online business. If you're looking for the mindset and strategies to get seen, known and paid online, you're absolutely in the right place. I am your host, Jenna, Faith, success and mindset strategies for entrepreneurs who want to start a movement, leave a legacy and build a seven figure business and brand. We don't play small here. This is definitely the place to really get the information and the content that you need to grow and scale your business. So in today's episode, as we head into the final months of 2021, can you believe it? We are going to be talking about how to have the best quarter ever had a really just ramp it up, whether you've been doing good so far this year, whether maybe you're not exactly where you want to be.

This is really going to help you to end the year with a bang to really set yourself up for success for the next year. So I'm going to be going through five different things that you can do right now today to set yourself up, to have the best quarter ever. Let's go ahead and dive right in. So I know that you want to have your best quarter ever. The women in my mastermind are aiming for 50 to a hundred K in the next three months. So whatever your goal is, maybe it's five K a month for the next three months, maybe it's 50 K a month for the next three months. Maybe it's a hundred K a month by the end of the year, whatever it is, I'm going to be sharing with you five ways for you to have the best quarter ever to really embrace what you've been doing all year long and maximizing that, and really looking at what's going to happen over the next three months.

That's going to actually set you up for 2022 and really ramping up and creating this leverage and this momentum that can't be stopped. So let's go ahead and dive right into number one, which is what's worked for people that come into my world, my new clients, new people in my mastermind, new people in my programs that want to really make money. I always ask them what works. What has traditionally sold in your business? What do your people respond to? What do they pay for really looking back at when you've done previous promotions, when you've done previous offers, what were the ones that have sold the easiest? What have been the ones that have created the most momentum for you? I think we get in our heads a little bit about offering things over and over again, or having to always create something new. And as you know, if you've listened to any of my previous podcasts, I am of the mindset of I'd rather have you have a couple signature offers and master those versus recreating the wheel.

Every time it just gets really difficult to measure and scale when you're doing something different every single time. So that's another story for another day, but really look at what have you offered before? What has sold before? What was your easiest launches? What were your most successful launches? What offers did you have where your clients got the best results? So look back at that. I remember, you know, I was in that mindset of just constantly creating new programs every single month. And it just started to get really draining. And so they weren't as successful as they had been previously because even though the offers were different, it felt very repetitive to have to like create and launch something new every single time. So the sales for me started to die down and I just remember working with an agency and they asked me this question.

They're like, well, what was your best offer? Like what was the thing that sold the easiest sold the most that you really liked? It was a 10 K lab, which is actually going through a transformation right now. You guys will hear about that soon, but it was my signature program. The 10 K lab, we just said, let's launch it again. Let's do it again. I had a launch that basically flopped and I was just like, I was just annoyed with it.

I didn't follow through with the remainder of the launch. And I said, you know what? Let's just back it up. Let's go with what worked, let's sell the 10 K lab. I sold out the 10 K lab in, I believe it was five days, every single person, except for one person paid in full. I ended up making \$50,000 in five days, \$50,000 in five days, insane.

I was just like, wow, that was easy. Right? Like I didn't have to recreate the wheel. I just had to create the momentum again for something that I had already created, something that I already knew was successful. Something that I already knew that my audience wanted. So really look back at what you've sold, what you've launched and look at what worked, why not launch it again. I am giving you permission to not have to create something brand new, especially when you probably have contact. And you probably have offers already that are really good, that can really serve your audience and you don't have to recreate anything. Number two, expand your money capacity. So when I really thought about this, I thought about going into like money mindset, but there's just so much more to it. We can have a really good money mindset. We can have a really good daily practice.

We can be journaling all the time, but if we don't have the capacity to receive more money, to have more money, to hold more money, to make more money, then we're always going to plateau. We're always going to have the same amount. And even if we did have a really good month, we're going to bring it back down. We're going to have a bad month the next month, or we're going to get used to like up and down. So expanding your money capacity. I'm not going to get into detail on how to do that. I'll do that in a future episode, but we really want to think about like, okay, if I've been plateaued at 10 K a month, or I've been plateaued at 20 K a month, why is that? You know, why is that? Why can't I go further? Why can't I make more?

Where am I making it difficult? Where am I feeling? Like if I can make more money that I'm just going to lose it, right? Or if I make more money, I'm going to have more responsibility. So really expanding that money capacity about what you can receive, what you deserve, what you are worthy of is going to be key. So this has a lot to do with the inner work. And I have tons of previous episodes on money mindset and really getting into alignment with the amount of money that you want to receive. And also your worth number three is to take advantage of the holidays. A lot of people will pull back when it's holiday season, a lot of people will pull back when they feel like everybody's doing the same thing, the market is going to be crowded AKA black Friday. So black Friday has traditionally been very well for my business.

We haven't made huge, huge numbers, but we always make money. And I would say the reason why personally, we haven't made huge numbers is because we haven't given ourselves a long enough runway to really make the promotion a hit. So if you're thinking about black Friday, make sure that you're actually planning that out like today. Right now we're going to do a black Friday promotion. This is what it's going to be like, start prepping and planning that out. Take advantage of the holidays. Take advantage of the end of the year. A lot of times, people that have money, which is hopefully the people that you want to call into your role, then call into your business, want to spend money. At the end of the year, the broke mindset says, well, it's the holidays. It's Christmas. People are spending their money on gifts and shopping and things like that.

And they're not going to have money to invest in coaching and to invest in their business. But that's not true because the people who have the money, the people who have successful businesses or have successful lives actually want to spend money at the end of the year, because it ends the fiscal year for taxes in order to get, you know, deductions in order to really maximize their taxes. They actually want to spend at the end of the year. So that's just something to keep in mind between. Okay. Do I want to call in the people who are broke, who can only buy Christmas gifts and can invest in their business? Or do I want to call in people that already have money that know the value of investing and actually want to spend money at the end of the year, two different people, two different mindsets.

So make sure that you're taking advantage of the holidays, the end of the year, black Friday, a new quarter right now, we're doing that huge promotion for the hottest winter ever for the fourth quarter. We're taking advantage of that. So again, like I said, if you're thinking about doing any of this, which I would highly suggest, make sure that you start putting that into motion. Now, the other thing is the end of the year into the beginning of the year. Not only do some people want to spend money at the end of the year, but this is when people really start to reflect on like, oh crap. Like I am not where I want to be right now. I really thought I would be further by this time in my life. I really thought I was gonna accomplish more this year. Right. And so they're starting to think about how can I maximize the following year?

How can I maximize what next year looks like? You can also take advantage of that. For example, what we're doing in my business is we're acquiring all of our clients for 2022 in December. So we're going to be filling my one-on-one spots. We're gonna be filling my mastermind spots in December so that we have a full roster come 20, 22. Also, if you're interested in the mastermind or my one-on-one at the 2021 rates reach out, heading to the Facebook group, reach out on Instagram, send me a private message on Facebook because those spots are going to go quickly and the prices are going to raise for us. And that's actually another thing I wasn't planning on talking about having the best quarter ever. But that is actually another thing that you can do as well. Another little promotion. If you are thinking about raising your rates, you can do a little promotion around there where you can get people locked in at your current rates before you raise them.

Number four is to bundle your offers. So it's the end of the year, it's 10 months into the year. So I'm sure that you've offered a lot of different things. You've done a lot of different things. You've sold a lot of different things. Create a bundle, create a fourth quarter, bundle, create a holiday bundle, create a back to school, bundle, create some thing that is relevant to what people want right now with products and services that you already have. This is the key, again, not crew recreating the wheel, but thinking about what do I already have that I can package up and sell. It's not going to take a lot from me. It's not going to take a lot of my time or energy. So bundle packages work really, really well. You can even take some free stuff. I know people who have done pre challenges and then turn those into a pain bundle.

So if you're looking for a quick cash, injection bundles are an awesome way to do that. And then finally, number five is to partner with someone, anyone, someone that can bring something to your business, someone where you can bring something to their business, collaborate, do JV partnerships, do affiliates, see what other people have going on, right? We don't have to do this alone. We don't have to do it all by ourselves. We can actually leverage other people's audiences, which is another theme that I talk about in this podcast a lot. And in 2022, my company is going to be doing a lot more affiliates, a lot more partnerships, a lot more just behind the scenes stuff, where we're leveraging other people's audiences while we're also building our own. It's a win-win for everybody in the situation. So think about who you would like to partner with.

Maybe you want to even just start a program with someone. Maybe you want to affiliate with someone there's so many different ways for you to partner with people, but I'm telling you leveraging other people's audiences is top of the list for upcoming 2022. It's pulling away from the solo partnership thing. It's pulling away from just relying on social media and having to pay your way to grow your list. No, create these partnerships, create these JVs, leverage each other, maximize what your audience is receiving from you, and you will be even more successful. So that is how to have the best quarter ever. Those are five different things that you can do. You can think about, you can implement, you can put into motion in your business. So I'm just going to run through them really quick. Again. Number one is what worked historically in your business.

What has sold, what has been the EVs launches, where have your clients got the best results and sell it again? Number two, expand your money capacity. Especially if you're someone who's been kind of at a plateau. And you're just like, ah, I can't get over this hump. It's because you have limited yourself. You have created an invisible cap on yourself. So we want to really explode that and expand your money. Capacity. Number three is to take advantage of the holidays, black Friday, end of the year, new quarter Christmas, all of that stuff to leverage sales in your business. Number four, create a bundle with services and offers and programs that you already have. This is a great way to just create a cash injection in your business. And it's pretty much hands-off. You don't really have to deliver anything because it's a bundle of things that you've already done.

And then the final one is to find people that you can collaborate with in your business and create and form a partnership that is going to be successful and profitable for both. All right. Thank you so much for tuning into today's show. Really hope you enjoy this. Took lots of notes, have some crazy ideas about what you can do over the next three months over the next 90 days to really crush it. And this year with a bang and really set yourself up for success in 2022. So as always, you can head on over to the show notes where I have some goodies and some links over there for some things that I'm going to be doing over the next three months, over this last quarter, to really help you grow and scale your business and do it in a way that feels aligned. So you can head over there@jenscalia.com forward slash E one 15.

Also we have the hottest winter ever going on right now. That is that Jenn scalia.com forward slash hot, where you'll be able to find all of the details for that particular event where we're going to be doing something really different, really disruptive in the coaching industry. Make sure that if you are loving the episode, you subscribe so that you don't miss an episode and also leave us a positive review on iTunes so that we can reach more people and help more people and grow the wealth and spread it like wildfire. So I'll see you back here next week, where you'll get another quick bite training to build your business from the inside out.

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