

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. If you're looking for the mindset and strategy to get seen, known and paid online, you're in the right place. I'm your host, Jennifer faith, success and mindset strategist for entrepreneurs who want to start a movement, leave a legacy and build a seven figure business and brand. So in today's episode, I'm super excited for this because I come across so many entrepreneurs who are just like, I feel like I'm doing all the right things. I'm making the offers. I'm putting myself out there. Why aren't my offer selling? Why can't I enroll more than two or three people into my program? In today's episode, I'm going to be sharing with you seven reasons why your offers may not be selling strap yourselves in, get a notebook, pen, paper, all of that good stuff, and start taking some notes because I want to make sure that by the end of this episode, you know exactly what to do to start making more sales in your business.

So if you've been asking yourself, what can I do to make more sales? If you're wondering why, when you put your offers out, people aren't chomping at the bit to get to your offer, or you're only enrolling a few people, a handful of people, two, three, maybe seven people. And you're like, what the heck is going on? I see other people that are crushing it. I see other people seem to have a similar offer who seemed to have a similar size audience that are crushing it that are selling dozens, hundreds of seats in their offers. What am I doing wrong? This is what today's episode is all about. I have seven reasons. There's probably many more, but these are really the top reasons that I see that your offers aren't selling or aren't selling as good as they should be. So even if you're listening now and you're like, you know what?

My offers are selling pretty good. I'm getting a good amount of people in there. Well, who doesn't want more? So I'm listening to these seven reasons and then really just think about like, where do I have to shift? Where do I have to pivot in order to make these changes so that more people kind of roll in my programs. And this isn't just about the money. Although we love money, this is really about helping more people, right? The business that we're in, in personal development space in the coaching space is really because we want to help other people. We want to create a ripple effect of amazingness in this world. And the way to do that is to help more people. I can't tell you how many times. I just have people that are just like, you are so good at what you do. Why are there only five people in your program?

And why are they only two people in your program? You should be helping so many more people. So with these seven things, you can take a look at them from the perspective of your business and see, okay, where am I needing to shift? What do I need to do differently so that I can really help the amount of people that I'm meant to help in this world. So, number one is alignment. I talk about alignment a lot on this podcast, you can actually scroll through some of the past episodes. And you'll see that I talk about alignment a lot, because I really feel like this is one of the top, the most important things to be in. If you want a successful business, if you want something that not only feels good, but that yields the results that you want. And, and what I see is that so many people are out of alignment with what they're doing with what they're selling with, who they're sewing it to with how they're selling it, right?

So I'm not going to get too deep into it because I've gone deep into this in other episodes, but it really is key for you to feel fully aligned with what you were selling and who you're selling it to. Even if just one thing is off, it's going to throw off your whole launch. It's going to throw off your whole sales process, really think about and look at, you know, what is going on in my business? What feels out of alignment? What feels not right? What feels a little off to me and think about how you can change that or shift into

alignment. And the thing is a lot of people feel like, you know what? I'm just going to dump this and start all over and start something new and nothing's going to be in alignment. And the reality is that's not always true.

That's actually rarely true. What really needs to happen is you just need to make some small tweaks, small changes, get into alignment, and then boom, sales are going to shift. Everything's going to change versus lemons, throw everything out and start all over. Which then again, you're going to look and say, okay, what do I need to shift? What do I need to change? So instead of throwing the baby out with the bath water and get into alignment with what you currently are selling, and I promise you, sales will increase. Number two is integrity. Huge, huge, huge, huge, huge, especially in this coaching industry. I see it with my own eyes every single day. If you were selling something that you were out of integrity with, you will not make sales. And I'm specifically calling out the people who are teaching about wealth, teaching about money, teaching about growing a business who have not done that for themselves or who currently aren't doing that for themselves.

I can tell you that there are a handful of people probably way too many people that I have worked with personally, or that I know of personally, that are not on the up and up with their finances are owing money to their coaches who are not able to pay for certain things in their business. Yet they're out here teaching you or trying to teach you how to make money in your business. Total mismatch, totally out of integrity. So that's you, you know, you don't have to call yourself out in public, but call yourself out to yourself and realize that, well, maybe the reason why my business program isn't selling, or maybe the reason why my wealth program or my money program isn't selling is because I'm out of integrity. It's because I can barely pay my bills is because I owe money. Yeah. I'm out here trying to teach people how to make money.

Total mismatch of integrity. I don't think, I feel like I need to go so deep into this. You know, it, you can feel it. Your other people that are watching, you can feel it insensitive, and that's why the fields are off. So get back in integrity with your money, with your finances, pay people, the money that you owe them. If that's the case and get back on track, if that's really what you want to sell and or sell something that is in alignment, sell something that isn't integrity with the current space that you're in, in your life and in your business. Number three. So this is that you have no hook. The pace of online is so fast right now. People are just there. Their attention spans are so little thing about a reel or a Tik TOK or a story that's 10 seconds, 15 seconds.

People can't even sit for the 10 or 15 seconds. So we kind of have a hook. You've got to have a way to like rub them in, because if they're not even being pulled in by you, if they're not even magnetised to your message, they're not going to even hear your pitch, which is why you're not making sales because they're not even getting there. Right? So it's not that your offer is wrong or that something is missing with your offer. It is really that they're not even getting to hear your offer. They're not even getting to hear your pitch because your hook is not strong enough. Make sure that you have something that is really enticing. Something that is really magnetic for people to grab their teeth into and say, Hey, I want to know more about this. I want to hear more about this.

I'm interested in this. I'm going to read the first line and want to continue to read verses. I'm just going to scroll right by, because this seems boring or this feels like something that's not for me. So make sure that you have a very strong hook when you're marketing and promoting your offer. Number four, another tangible one is no tangible result. You have to have a tangible outcome or result. Now I'm sure that I have people who are like Jen, I'm a life coach. I sell confidence. I sell spirituality. How can I make my result tangible? Well, there is a way to make something that's technically intangible, tangible. And the way to do that is to really think about the outcome. So we want to be outcome-based. We want to

be results based. So if somebody hires you for business, it's very easy to S to have that tangible outcome, right?

Like you're going to have XYZ in your business. You're going to have an infrastructure. You're going to have a business model. You're going to make a certain amount of money. You're going to increase sales. You're going to have a big audience. So that's all well and good. But what about the people who have something less tangible, you can still create a result. You can still have an outcome. If I am helping someone increase their confidence, that is going to reflect in a lot of different ways in their life. That is going to manifest in a lot of different ways in their life. Maybe they have better relationships. That's tangible. Maybe they are able to ask for a raise. That's tangible. Maybe they're able to set better boundaries. That's tangible. Maybe they're able to have hard conversations. That's tangible. So whatever your thin tangible thing is, you can still make it tangible.

But the reality is, if you're selling an offer, you've got to have a specific outcome or result because that is what people are buying. Number five, you think you're enough. Now, obviously you are enough. You are more than enough. But when we're talking about selling offers to people who don't know you just being you is typically not enough. I get a lot of people who feel this way, right? Of the energetics and mindset and things like that. And people are like, I just want people to pay, to be in my energy. And that works for people that know you. It works for people that have been in your world have watched. You have seen things come from you who have learned things from you. But when we're thinking about selling to a market who have no clue who you are at all, and just being in your energy, isn't enough because they don't know who you are.

They don't even know if they want to be in your energy. You thinking that you're just being you is enough. No, we have to go back to the drawing board. We have to go back to the other six things that I'm talking about today, right? You have to have a tangible result. You have to have a hook. You have to be in integrity. You have to be in alignment. And the other two things that I'm going to be talking about, number six, not selling or talking enough about your offer. So another huge mistake, very, very common people. Think I put an offer out one time I send out one email, I've cut out a couple of Facebook posts nobody's buying do more, always do more, especially because of the algorithm, especially because of the fast pace of social media. You've actually must talk about your offer.

Like pretty much constantly people need to know what it is. So it's not even that people don't want your offer. It's that they don't know about it because you haven't talked about it enough. You haven't sold enough. You haven't made the offer inbox. So that's pretty self-explanatory whatever you think you need to do, do more. What? I always tell my clients, whatever you think you need to do, do double. So if you think you need to do one live stream, do two live streams. If you think you need to do four live streams, do eight. If you think you need to send five emails, send any emails. If you need to do 10 social media posts, do 20 and see how much your offers change and how people really start to catch on. Oh, wow. I didn't even know you had this thing. I can't tell you how many times I have been in a full launch with ads with the whole shebang, with an event, with emails, with sales, with webinars, with the whole thing.

And I still get people at the end that were like, oh, I didn't even know about such and such offer. I just hearing about it now. Or I didn't even know that you were selling that. And it always boggles my mind. It reminds me that I need to do more. I need to talk about it more. I need to make the offer more. I need to ask more. I need to sell more. And number seven is mismatched expectations. Another huge problem across the board, very, very common is people just thinking that they're going to enroll a certain number of people in their offers when they don't even have a big enough audience to do that. So in our industry, in the coaching personal development space, 1% conversion is standard. Now, obviously, if you're good at what you do, and if you've dialed in on your process, you can convert much higher.

Some people convert lower. It's called an average. Average is 1%. So I always go off of 1%. If you want 20 people in your program, you must get in front of 2000 people. A lot of people don't even realize this. It's very simple math. If you want 50 people in your program, are you in front of 5,000 people do 5,000 people hear about your offer. See your offer in bombed in your promotions. You're not going to hit those numbers and you're not going to hit those targets. Now, like I said, there are exceptions and there are ways for you to increase your conversion, but always go on that because that's a main problem is that people just really think that they want all of these people in their offer, which is fantastic. That's exactly what we're talking about in this podcast today. However, your expectations are mismatched.

If you have only a hundred people on your list and you want 20 people in your offer, not going to happen, sorry to burst your bubble, but it's not going to happen in order to convert higher, you need to have higher numbers, bigger numbers, and you really have to have just an expectation of what you need to do and who you need to get in front of to hit those targets. So it's super simple math take the number that you want 20 divided by 1%, 2000, right? That's how many people you need to get in front of whether you do that through social media, whether you do that through your advertising, whether you do that through partnerships, you want to be able to get in front of that amount of people every single month. So that is it. My friend, that is seven reasons why your offers aren't selling.

I know that this is going to resonate with a lot of you as a little harsh in the beginning. I know, but that's just because I want to make sure that you are understanding and knowing why this isn't happening for you so that you can shift it and change it and start helping more people. So that's it seven reasons why your offers may not use selling a really hope even some of these really resonated with you so that you can make slight changes, pivots move differently so that you can start making more sales in your business. If you're really excited about closing out the end of this year in style with lots of sales, with lots of money under your belt, then I am going to invite you to something super special, but also super secret as of right now. And it's going to be called the hottest winter ever, where I'm going to be dropping some important and really amazing things over the next few weeks in order to get on the wait list for that head on over to the show notes@jenscalia.com forward slash E one 14, that is the letter E and the number one 14, or go straight to Jenn scalia.com forward slash hot H O T.

And you'll get some juicy details, but really you'll get on the wait list to be the first to know about what's dropping with the hottest winter ever as always. If you're loving the show, please make sure that you're subscribed so that you don't miss an episode. And also please leave us a positive review on iTunes. That's really, this helps me get in front of more people, more amazing entrepreneurs, just like you who want to spread love, who want to make money, who are committed to really creating incredible change and transformation in this world. As always, we'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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