

There's a whole world out there of people that need you to start that 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 focused fears and financially free. Here's your host, Jen Scalia. Hello, hello, hello and welcome to the show. So this show is all about how to grow and scale your online business. From the inside out we tackle marketing mindset, personal branding, leadership, and so much more so that you can build an online empire that feeds your soul and feels amazing. I am your host Jen Scalia, visibility and mindset strategist or online on knowers who want more. Thank you for joining me for the show today and remember a new episode is released every Tuesday, so make sure that you tune in every week and subscribe so that you don't miss an episode.

In today's episode, I'm going to be talking about the disease of playing small. I've had the opportunity to connect with thousands of entrepreneurs over the last two years and it's so unfortunate, but this is something that plagues so many. I want you to ask yourself, are you being extraordinary every day? I see way too many entrepreneurs and coaches that have incredible gifts and talents playing way too small on a daily basis. They limit themselves big time. They don't step fully into their power and as soon as things don't seem to be going their way, they fall back into their comfort zone. First I want to explore why this may be and then I want to give you an exercise on how you can start to shift how you're showing up so that you can show boulder more powerfully and from a place of true leadership.

Because when you agree to play small, you're doing a disservice to the people who need you most. We are in this business of transformation and we're here to create ripples of change. You are the first domino and if you don't push hard enough, none of the others will follow your lead. So why do we do it? Why do we play small? Why do we limit our own power? You know, I did. A lot of it boils down to what we were taught as we were growing up. You know, to not ruffle feathers to do what we're quote unquote supposed to do, to play by the rules to make everybody happy to people please. To be honest, playing small keeps you safe. When you play small, you eliminate risks. You will eliminate the chance to fail or be imperfect. Playing small allows you to not fail by not even trying.

That's pretty sad if you think about it. So next, playing small makes other people feel comfortable. When you play small and safe, you don't ruffle the feathers. You don't rock the boat and other people can't be mad at you or not like you. Playing small boils down to ego because of your vision for impact and success is as big as you say it is. You would be going all in all the way every damn day. Right now. Average feels okay. It gives you the false representation that you are doing something well. It's not okay. Average is not okay. It means that you were just as far away from the top as you are from the bottom. So stop giving yourself permission to be just, okay, you must commit to being extraordinary. So I want to dive into a quick exercise that I have all of my clients do on really stepping into that next level and visioning that next level.

Because a lot of times we get so used to and so comfortable with playing small that we can't even vision or imagine what it would be like to play at that next level, to show up the way the people that we admire show up to really take those risks that are needed in order to explode our success or visibility, our money, all of that stuff. It's scary. There's a lot of fear around that, right? So here's the exercise. I want you to think of your goal. I want you to think of either your yearly goal or your monthly goal. And most of us have this, we kind of have that thing in our head or in our heart that we're like, oh, I just, I want to get to this. You know, 10 k a month, I want to get to 20 k a month.

I want to get to 50 k a month or a hundred k a month. Right? So I want you to think about what that goal is. So a lot of my clients and prospects really want to first hit that 10 k mark. You know, that might not be their ultimate goal, but that's usually kind of the first markers that 10 k, to be honest, 10 k a month is easy. There's so many ways to be able to create that, and it doesn't really matter what type of business you're in or what type of coaching you're in, as long as you have the right tools, skills, and mindset. Making 10 k a month is actually a breeze, but most people can't do it. So anyway, back to the exercise. I want you to think of that goal. For this example, I'm going to use the 10 k because that seems to be something that a lot of people want to reach.

Now I want you to think about, you know what you're doing on a regular basis to reach that goal. You know how often are you showing up online? How many emails are you sending? Now, how many cts and offers are you putting out to your audience? How many emails do you send out a week? How many times do you go live? Do you have Facebook advertising going? Do you have some other form of advertising or marketing that's happening in the background? So I want you to think about what you've been currently doing to reach that goal. Like I said, I'm using the 10 K as an example right now, but you can use whatever number feels good for you or is the number that you desire. Now what I want you to do is I want you to multiply that goal by 10 okay? So if you're at a 10 K and that's going to be \$100,000 a month.

Now what did you take that in? I know it feels big. I know it feels scary, but I want you to think about how differently you would be showing up. If your goal was \$100,000 a month, how many more posts would you be making? How many more offers would you be creating? Would you be spending money in advertising? Would have a team in place? Would you hire a copywriter? Would you be going live every day and way to really think about like all of the different aspects and also compare it to what you're currently doing? My guess is that they're going to be dramatically different and so this is why I have my clients do this exercise all the time because even if your goal is at 10 k if you have the mentality of I'm going to do what it takes to get to 100 k a month and here's the attitudes and the habits and the decisions and the things that I need to have in place to make that happen, then you're going to just show up so much more powerfully, so much different.

You're going to play a huge freaking game. There is no room to play little when you are trying to make a hundred k a month, there is no room to play. Little if I mean, and let's just say your whole was 20 k you know that it's 200,000 like how would you act? How would you be, who would you be? What are the things that you would be doing? What decisions would you make completely and totally different than what you're doing now? So I want that to kind of think in for you a little bit. And really this is what you have to do. And so my next question is what do you have to lose by jumping to that next level? Now a lot of people justify playing small by saying. You know, thinking I'm new or this is something that I'm not that sure about and I'm just going to start here.

I'm going to set the bar low, I'm going to set my goals lower and then I'm going to incrementally increase, right? So I'm going to take baby steps. My first thing is five k month and my second goal might be 10 k month. My goal after that might be 15 or 20 k a month. I believe in quantum leap and if you want to learn how to do that for yourself, then I would definitely listen to episode number seven where I talked about how to create those quantum epic leaps in your business. That's what I want you to think about right now, right? It's like what do you actually have to lose by going for that next level? Now why do you have to take the baby steps? Why can't you just play big now? So this is kind of a short episode, but I really just wanted to put that out there and really call you out on playing small, on being average on what you have decided is acceptable for you.

I want you to raise the bar and want you to play big. I want you to step fully into your power and I also want you to kind of figure out like why haven't you done that, right? We all have our own personal reasons. You know, there may be a lot of the things that I mentioned earlier about wanting people to like us about ego stuff, about not wanting to fail, about wanting things to be perfect. You know, maybe it's how you're brought up or the stories that you've been telling yourself or really wants you to uncover that and figure out why you're stopping yourself from stepping fully into your power because you are limitless. You are and can be unstoppable if that's what you choose. So why are you choosing play small? Why are you choosing to stay in the comfort zone? We all know, we've all seen that quote about how nothing extraordinary happens inside of your comfort zone and it's 1000% true and yes, playing big may be scary.

Yes, playing big might be risky to some of us, but if that risk that is really going to take you to that next level. So I want you to make a decision today. Are you going to continue to play small? Are you going to continue to be average to be middle of the road to people please or are you ready to step fully into your power to step fully into playing a big game? I want to thank you again for tuning in. I know that there's so many different things that you could be doing with your time and I am grateful that you've chosen to spend your time with me. So if you are tired of playing small and you're ready to go big, then I highly encourage you to check out the ambitious babe, a brand new monthly membership where mindset and marketing collide to create unstoppable momentum in your business. To find out more, just go to [Jennscalia.com forward slash ambition](http://Jennscalia.com/forward-slash-ambition) and make sure that you come back for the next episode where I'll be sharing the six laws of attraction and they aren't what you think or what you may be used to, so you don't want to miss this one.

Let's keep this conversation going. Join us in the private discussion group, the ambitious bay, but 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.