

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, Jennifer.

Hello. Welcome to the million dollar business podcast for entrepreneurs who want to create wealth and freedom with their business. I am your host, Jenna, faith, success and mindset strategist for entrepreneurs who want to start a movement, leave a legacy and build a seven figure business and brand. We don't play around here. We're looking for the people who want to go big and make a serious, serious impact. So if you're looking for the mindset and strategy to get seen, known and paid online, you are in the right place. I'm excited for today's episode. As I am with every other episode, we're going to be talking about how to amp up your consistency. This is something that I come across so often with people who have a business want to start a business are their consistency is off. And I know why. And in today's episode, I'm going to be sharing exactly why the consistency may be off and how to realign, how to get yourself back into being consistent and also effortless.

So let's go ahead and dive into today's episode. So if you're one of those people who just believes that they can't be consistent, or maybe that's just not in the cards for you, I'm going to be sharing today. What I actually think inconsistency is and how you can easily fix it. Also, I'm going to talk about what consistency is not so that you don't get it twisted. You don't get it confused in terms of what's actually happening and why you weren't able to pull the trigger on certain things or why you keep going in and out of things, right? Or why you can't complete things. We're going to talk about all of that. And honestly, I feel like inconsistency is just misalignment. I feel like when we are out of alignment, we've talked about alignment so many times before on this podcast, including last episode, the you not being able to be consistent is really just you not being on track with what you're actually supposed to be doing, whether that is something surface level, whether that is something deeper, whether that is the types of people that you work with, whether that is the way that you market your business, the way that you're running your business, all of that stuff forces you to really just not continue to move forward.

If we think about other things in our life where we are consistent, we're essentially being pulled, right? We're being pulled by our vision. We're being pulled by our mission. We're being pulled by who we know we are. We're being pulled by our identity. Consistency is not an issue. It just doesn't even exist because we are so excited and so confident. And so sure of what we're doing, that we just do it. So this is why I believe that inconsistency is just misalignment. You're out of alignment with what you know you're supposed to be doing. And so you stop yourself. You don't continue moving forward. That's really all it is, right? Because when you're in that zone of the things that have become normal in your life that have become habits, it's not forced. It just is what it is, right. It is like, this is just who I am.

And I get up every day and I do this. I get up every day and I work out, I get up every day and I journal whatever that is. It's not forced because it is something that you actually want to do. It is something that is actually an alignment for your growth, your evolution. And so you desire to do it. You want to do it. So the key really would be to find those things in your business, that you were just super aligned with, super excited about and focus in most of your efforts on that, then you won't have to be forced. You won't have to think about it. You won't have to schedule it. You will just do it because that's the natural thing for you to do, right? Because that is the thing that you feel most connected to. Now, let's just say you don't have that in your business.

You're like, you know what? I don't know. I'm just kind of doing this business or I'm working for this company. And I don't really feel that connectedness. Well, there's your answer right there. We've talked again about alignment multiple times on the show. We've talked about energy multiple times in this

show. So if you're doing something and you don't feel a strong connection to it, or you don't feel excited about it, of course, it's going to feel difficult for you to do the things that you have to do in order to grow that in order to make that better. So my suggestion there doesn't necessarily mean you have to completely stop doing what you're doing and do something else. I think that's something that a lot of people do. And it's a mistake. I think the better thing to do is to figure out what is it that is out of alignment?

What is it that you don't enjoy and then change it, right? Make the decision to change it, make the decision to do it, do something different, try something new. So resistance versus misalignment. I've talked about this before as well in some of the episodes, but I really want to reiterate it because it just, to me, it helps you create a distinction between I'm stopping myself. I am just procrastinating. I am wrapped up in perfectionism and really being out of alignment with what you're doing, which is causing you to be inconsistent with that. So for me, resistance is listen, we're growing businesses. We are making money. We are changing lives. We are making an impact. We are changing our own lives. We are changing the lives of our families, and that's not an issue, easy road. The path that we chose is not easy, but I think that that's one of the things that I looked down upon in the coaching industry is when people talk about how easy it is, it's not easy at all.

I believe in ease. I believe in flow. I believe that you can get there once you get there, but the way up is not an easy road. You're going to feel some resistance to things, especially new things that you do. You're going to feel uncomfortable about things. You have to know the difference between that and misalignment something actually being, not in alignment and not in integrity with your soul and with what you want to present and with the identity that you want to step into. So resistance is resistance. Is you or stopping yourself from doing something that's going to be uncomfortable? Resistance is what are people gonna think of me? Look stupid. What if so-and-so sees this? I feel like a failure. Like all, all of that BS is ego is resistance. It will kill your business if you let it. So you have to overcome that and know that this is just you trying to keep yourself safe and it's okay for you to step outside of the box and do something that feels a little uncomfortable.

Now, miss alignment is something much deeper. Misalignment is something that is it's in your body. And you just know like, that's the only way that I can describe it. So if you're constantly coming up with excuses, if you're constantly coming up with quote-unquote reasons why you can't do something typically that's resistance since misalignment is this just doesn't feel right. And I don't know why, but this is not in alignment with who I am and no other explanation is needed in terms of consistency. And going back to that, it's the misalignment. So as soon as you know what it is, you can fix it, right? You can focus your time and energy into the things that are going to fuel you that are going to be so easy for you to do on a day-to-day basis. But I want to give you a couple other little things that I do, or I have my clients do to get into the habit of consistency, because I feel like consistency is habit.

Because once you have a habit, you just do it. You don't think about it. It's just the way that it is. And you can get there with most things. You have gotten there with plenty of things in your life when you've moved to different levels, right? So you can choose to be consistent and create a habit around it. But one of the things that I like to have my clients do is let's say you're having a hard time going live. This is actually a perfect and real life example of me and what I've done. So I used to just have major resistance to going on, on live. I don't know what it is. It was not, it wasn't misalignment. I just had a major resistance. Even though every time I got on live, they were amazing. People love them, got great engagement, but there was so much resistance.

And so I thought about where don't I have resistance, where are things in my business? Really good, really easy, really in flow. It was back when I had my mindset, mavens membership, and I loved that group. It was an incredible group. Amazing. And people in the group, everyone was super active. I just

felt like I was on a high when I got off of that call. And I was really excited. I decided to do with piggyback my scheduled live streams after the mindset mavens calls. That is when I felt the most confident. That is when I felt the most energized. That is when my frequency am I right. Energy was up. So if you're having consistency or resistance issues around a specific thing, you can do the same, find the activity for you. It's journaling, maybe for you, it's working out. So find the thing where you feel your most energetic, your most attractive and magnetic, and use that to do the next thing.

Okay. So let's say for example, another thing that I used to do is my journaling, the newsletter, wasn't always the newsletter that you get today. It wasn't always every single day you got something from me times. It was just once a week, right? So it grew into that. That became a habit. I became consistent writing my newsletter. The way that I did that was I would piggyback writing my newsletter after my journaling, because my journaling had become a habit. My journaling had become a ritual. It was something that I was going to do every single day, no matter what. And so I leveraged that energy and I leveraged that magnetism. I leveraged that excitement and brought that into my newsletters. And I actually made it a thing where it was like, every time, well, I get ideas for my business and content as I go in, when I have that intention and I always come out with something.

So if there's something very specific, that's like kind of surface level, like not such a big deal type of thing, like going live or writing a newsletter, then try piggybacking off of an event where you are. We have that magnetism and that energy we're talking about going service level. Right? But it could be deeper issue. Your inconsistency could be a deeper issue. That's going to be something that you'll have to work through or work with a coach or work with me to figure out what that is. If it is a deeper issue. So surface level stuff for me, in terms of consistency, or like the things that I just mentioned, live streams, writing newsletters, creating content. Maybe it's just the way that you format your offer. Maybe it's the pricing of your offer. Maybe it's still amount of weeks in your offer. Maybe it is the types of people that you're working with.

So there can be very kind of like surface level reasons why you're out of alignment and out of consistency, or it can be something deeper if it is something deeper, that's when you're really going to want to take the time to explore what that is. Is there some other kind of thing going on, subconsciously, are you out of integrity with what you're doing? Again, that would be something like, okay, is it something easily fixable to where I can create this consistency? And it feels good, or do I got to go deeper with this and really find out what's going on and why I'm not able to be consistent or why I'm not able to go to the next level. So bottom line, when it feels good, you will be consistent with it. So if you're inconsistent with it, it's because it doesn't feel good. Literally ask yourself that question.

Does this feel good to do? Does this excite me? Does this energize me? And if it doesn't, you're just going to have to find something else that does, right. And that's really the only answer there is change it. That is it for today's show really hope you got a lot out of this and you can amp up your consistency, get into more alignment. This will more sales in your business. So if you are loving this show, I would love for you to leave us a positive review on iTunes. This will just help us reach more amazing entrepreneurs, just like you, who are committed to creating incredible change and transformation in the world. If you aren't subscribed, make sure that you do that. We get a new episode every Tuesday, short, sweet, quick bite training on how to build your business from the inside out. If you'd love the transcripts for today's episode, and you can head on over to JenScalia.com forward slash E 1 0 2 and over there I'll have the transcript and the show notes for today's episode.

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