

In today's episode, I'm going to be sharing with you. The three things that you absolutely must have so that you never have to worry about where clients are coming from. Again, stay tuned. There's a whole world out there of people that need you to start 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 shit happen no matter what this is meant for millions. Here's your host. Jennifer face. Welcome to meant for millions, the podcast for online entrepreneurs who want to create wealth and freedom with their business. So you are in the right place. If you're looking for the mindset and strategy to get seen, known and paid online, I am your host, Jennifer, formerly known as Jenn Scalia success at mindset strategist for entrepreneurs who want to leave a legacy and build a sustainable and predictably profitable business.

Make sure that you join us 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 is absolutely no fluff here. You'll get a little bit of strategy, a whole lot of mindset, any healthy dose of tough love with 100% authentic, raw and real advice on how to navigate this crazy world of entrepreneurship. So today's episode is a doozy. This is something that you guys are going to want to listen to over and over and over again. How to guarantee consistent clients and cash who doesn't want that. When you have the three things that I'm going to be sharing with you in today's episode, you will never have to worry about where clients are coming from again. So let's not waste any more time and dive right in these three things are things that I think are a little bit not traditional in terms of like what people say you need, right?

When we think about what we need in our business to create consistent five figure months or what we need in our business to create consistent whatever months, like whatever it is, you want six figures you want, maybe some people only want \$5,000 a month. These three things are like the core things that nobody really talks about. You know? And I want to talk about them today because they're the things that really put the fuel on the fire. They're the things that yes, you can have all the strategies. Yes. You can have the business model. Yes. You can have the marketing. Yes. You can have the offers, but if you don't have these core things, you're going to fall flat or you're not going to be able to really scale, or you're not going to be able to really get to the places that you want to be.

So the first one is congruency. This was a game changer for me in my business. So a lot of people ask me, like, what was the thing? Like for those of you who are new to me and don't know, I had my, a major quantum leap in my business. So the first year of my business, I literally, I didn't do any money. The second year of business, I did okay. For a new coach, I made about \$35,000. But the third year in business, I, I went in thinking I was going to make six figures. I was like, great, I've got this. I think I can make six figures. Now I know my offers. I know my audience. I'm feeling in alignment with it. And I went to 535,000. So I literally was like a \$500,000 increase in one year from there. It's just been up and up, right?

Like from there, it's just been like better and better, but I never expected that it was this quantum leap that happened, but I really attribute it to, and people ask me all the time, like, what was it? Was it your offers? Was it like some special marketing thing? Was it your mindset? It was a little bit of mindset. Definitely was a little bit of mindset, but really it was congruency. And to me, what that is, is it's alignment. Congruency is alignment. Congruency is you walk your talk. The things that you're saying, the things that you are showing up for, they're in congruence with like who you are. So the things that you're saying, who you're being, how you're showing up is in alignment with your work is in alignment with your purpose is in alignment with who you say you are, right. And showing up online.

I think it's one of those things that, you know, some people can do it very easily. Some people, it takes a little bit of push, but for some people there's a lot of resistance around it. And when they do show up or

if they do show up, they are filtered. They are not fully a hundred percent showing up as themselves. Maybe it's because certain people might think something of them, maybe it's who is on their Facebook page or who is following them on Instagram or who's on their ear. Maybe their dad is on their email or their mom. So they're not truly fully being themselves. And I have to tell you that when you are being congruent to a hundred percent congruent, a hundred percent in alignment with who you are, it makes everything so much easier. It makes your marketing easier. It makes your promotions easier.

It makes your launches easier. It makes the way that you show up and share your message so much easier. So I have a client who I'm not going to say her name for privacy reasons, but I have a client who was really holding herself back because she had an ex boyfriend or ex husband on her Facebook page. You know, she was kind of, sort of showing up and, you know, from the outside looking in, like definitely people probably would think that she was showing up daily and think that she was walking her talk. But you know, she actually was stopping herself. She was stopping herself. She wasn't showing up a hundred percent. She wasn't showing up at that 10 because she was so worried about what the X is going to think. I had clients feel the same way about their parents or old friends or whoever.

And so it blocked her. I actually made her block this person, but I was like, just unfriend them, block them. And once she did that, like literally the flood gates opened in terms of like how she's showing up, how she's showing up the offers that she's making. Literally, she got a download for an offer that she put it out right away with no filter. So this is really important, right? And when you are being congruent and you are just being the person that you are no matter what, whether you're online, whether you're in person, whether you're at a business event, whether you are with your family, whether you are with your kids, like you being congruent across the board, like this is just who I am a waste. And you know, someone from my business could talk to my mother or my mother could talk to my cousin or my cousin could talk to my boyfriend.

And they all have the same perception of me. That is like the ultimate, like that is magic, right? That is when you're able to just be who you are and things start to flow because everything else will create resistance. When we feel like we are filtering ourselves that's resistance. When we feel like we hold back and something that we want to say or something that we want to share, that's resistance. Right? And the resistance is it's ego shit. Bottom line, the resistance is ego shit. It's not about being out of alignment per se or having something that's misaligned. But the ego is usually the stuff that's like talking over here. Like, no, you can't do that. What is so and so going to say, you're going to look stupid, all of that kind of stuff. So we've got to get over that. And the best way to do that is just to be 100% raw unfiltered yourself.

And it makes everything else in your business that much easier. I would say maybe about a month, maybe about two months ago, I did a few series of live streams where I just got like, super passionate about this. And I just said that like the woman that doesn't give a fuck, like the woman that doesn't give a fuck, what anybody else thinks that is just who she is, is like the most powerful woman. And also the most magnetic, the most magnetic, like people just want to be in her space. People just want to be in her energy. So the sales are easy. Like you don't have to overexplain. You don't have to coerce people. You don't have to try to get people to do something like they just want to do it because they're magnetised to who you are and your energy I'll tell you right now, it's a lot easier to be yourself all the way than it is to try to be someone else.

And when your art like putting on a facade, or you are like not being who you fully are, or maybe you're just acting a little bit different because you think that's going to attract people, you're going to attract the wrong people. And then you're going to end up working with clients who suck essentially. You know, we have sometimes clients that just don't, but with us, they're pain in the butt, they drain our energy, right? So when we don't show up fully as ourselves, we don't get to attract those people who are fully

aligned with us. So this is super important. So the first C is your congruence. It's your alignment. It's you walking your talk, it's you being fully yourself in everything that you do, your marketing, your messaging, how you're showing up, how you are with people. You know, I think that there's a lot of disingenuous people online, right?

And we have to be discerning about that. And sometimes people are really good. Sometimes people are really good at faking, but I think that, you know, we have this inner knowing and this connection with people that we know when they're the truth. We know when they are really just being who they are and really, really genuine. And that's very, very attractive. So that's number one. Our second seat is cashflow. Lots of people talk about making money online and here's the deal. I don't believe that making money online is hard. It's actually very easy to make money online. What is more difficult is being consistent with that. What's more difficult is doing that from a place of love and congruency. And that feels really, really good. I also always say like, there's a lot of people that teach people how to make money, but they don't actually teach people.

I have how to have a big business, how to have a real business. How do I have a sustainable business, sustainability consistency. It may not sound like super sexy. It might not sound like you know, million dollars here in private jets and G wagons. But let me tell you, when you can walk into every single month, knowing that there's money on the books, knowing that 10 people or 20 people, or a hundred people are going to pay you that month before you even sell anything else. That is true freedom. That is true freedom. You don't have to depend on a Facebook post or a Facebook live in order for you to make money. And I think that that's the trap that a lot of new entrepreneurs get into. And that's the trap that we get into with our marketing. It's like, yes, as long as I'm showing up, right, as long as I make this post, this is going to equal money, but then there's no cashflow, like there's no base of money.

And this is exactly what I work with my clients on. And the level up lab is like creating that base of that. They're actually walking in to each month with 10 K on the books with 20 K on the books. Like knowing that that money is coming in no matter what. And when you have that freedom and you have that consistency and you have that certainty, that that money is coming in, it makes again, everything so easy. So having cashflow is really important as an entrepreneur, which I'm sure a lot of you are starting to figure out if you haven't figured out already, like it's not just about making the money once it is about how do I create consistency around that? And how do I also continue to do that and continue to grow without doing more work with actually doing less work, right?

Because I don't have to be out there hustling to get clients. I don't have to be constantly in acquisition mode of getting a new client every three weeks or getting a new client every six weeks because I've built something that is going to allow me to create this cashflow over a long period of time. But here's the thing. The strategy is just the strategy. The strategy I'll give away all day long, because I know that without the mindset, without the belief, without the identity, without the C3, which I'm talking about today, which is your congruency, your cashflow, and I'm going to get into the next one, without those things, as your foundation, without those things, as your base, it's going to flop the strategy. Doesn't work. This is why you see certain people that are doing things. And you're like, Oh, I should just do what they do.

Right. Or it seems to be working for them. It should work for me. But how many times have you been put in a box? How many times have you been given some special formula? How many times have you been given a step by step process? And then when you go to implement it, it doesn't work for you and it doesn't work for you because you're not them. Actually, the people that I attract, the reason why that stuff doesn't work for them is because they're just way too big. And they're just way too amazing. And they're just way too ambitious to be put in a box, consistency, conviction, and path flow. I love it. Well,

those three seeds I'll work with those three seeds as well. So cashflow definitely is needed. We've got to have it, right, because if you're stepping into each month, like, what do I need to sell to make money?

What do I need to sell to pay my mortgage? What do I need to sell, to pay my expenses? That's a really funky energy. Like people don't want to be around that funky energy. It actually repels people. It repels clients to be in that funky energy. So with the confidence of knowing I'm stepping into each month with X amount of dollars, it allows you to be more free flowing. It allows you to be more confident. It allows you to show up just differently because you're not depending on this specific launch or you're not depending on, Oh my gosh, this livestream has to work or this challenge has to work or this webinar has to work. And you're just really operating from a place of intention. You're operating from a place of purpose. You're operating from a place of like, I'm just doing this work because I can't not do it because this is just what I would do when no matter what happens.

Like I'm doing this work no matter what happens, I'm not quitting. So cashflow, I talked about this earlier in my newsletter that like struggle and success are just habits. Your current income is, it's just a habit you've just gotten used to it. You've just made it normal and you've just made it. Okay. So in order to go to that next level of your income, whether it's like going from five to 10, going from 10 to 20, going from 20 to 50 or beyond, right. It's about then increasing what your new normal is like creating that new normal. And then living into that. I remember when I had my first five figure month, it was about actually \$12,000. And I was like, so happy. I was like, Oh my God, this is amazing. But in that moment, I decided like in that moment, I just decided that I was never, never, never, never going to have less than a five figure month.

I wish it would have known that it was that easy, you know, in the first year and a half, because I didn't, 70 months later, 70, some months later, millions of dollars in online sales later, I never have. And it was just a decision. It was just a choice that like, Hey, I did it once. Of course I can do it again. And so if you've had some success, if maybe you've had a really big month, then maybe you landed some really amazing clients in the past, but maybe that's not really happening now. Or maybe you're on the rollercoaster. Maybe you're up and down. Maybe it's just like not flowing as easily, know that if you're able to do at once, you absolutely can do it again. And you could probably do it again easier. You're just making it difficult. You're just putting that pressure on yourself.

It's coming off as funky. Right? So people are like, yeah, I don't know. You wouldn't be the person who people are scrolling and they stopped the squirrel because, you know, I know that there's certain people, you don't even see them. Like you literally, don't like, they're like a ghost. You don't even see them. They're not even on your radar, but then there's other people and you'll scroll. And like you're always seeing their stuff or you're always just attracted to their stuff or you're scrolling and you stop on their picture or you stop on their live stream. And it's like that energy is the magic. That energy is where you want to be. But if you've got the funky energy, if you've got the funky vibes, if you've got the vibes of like desperation or neediness, nobody wants to have any part of that. Nobody wants any part of that.

So C one was your congruency walking, the talk being in alignment, being 100%. You see two was your cashflow. We all need and want and love cashflow, but you've got to create that consistency in your business so that you're not acting from that desperate place. And that you really, you, you have confidence that you're walking into each month with that base. You have to back yourself. You have to back yourself. Whether you have products, whether you're selling a service, whether you're selling coaching, whether you're just selling yourself. Like if you don't back yourself, 100%, who else is going to, nobody's going to, and that's what our third C is about. Our third C is about your certainty and your confidence. I can tell you right now being online for seven years, seven plus years, gosh, almost eight years. People buy certainty. People buy certainty. They're buying into your excitement.

They are buying into the confidence that you have in your results. They're buying into the energy. If you don't have that, go find it. Do what you have to do. Get coaching around it. If you have to take trainings, if you have to learn more, if you just have to show up and do it, do it raw and dirty the first few times, like just go out there and get it. Like the confidence is going to come. As you continue to show up, the confidence is going to come. As you get your clients results, the confidence is going to come. The more sales you have and the more experience that you have, you don't even need to have the re-experience really, if you think about it, because there's certain people that are online, that maybe they have like zero experience or not much experience, but people are buying into who they are.

People are buying into their energy. People are buying into like, this person has real confidence. Like this person has this certainty or this air about them. That like, I just want to be around. But this is really the key, especially right now, because I wouldn't say that our industry is saturated, but I would definitely say that there is a low barrier to entry when it comes to coaching. And there's new coaches literally popping on the scene every day. So how do you stand out? You can't be meek and you can't be hiding. You. Can't be the wallflower and expect for people to notice you, right? Like you really have to have that confidence. And it's not to say that you have to be online 24 seven, because I'm actually against that. You know, like, I actually don't believe that you need to do that. But when you do show up, when you do show up, you show up with fire, you show up with boldness, you show up with that certainty and people love it.

And people are attracted to it. I don't do live streams that often. So I don't believe that you need to just constantly be putting stuff out there. What I would rather have you do is quality over quantity, right? So when you do show up in those moments where either you're posting or you're going live, or you're doing a YouTube video or an interview or something like you rock like you totally rocket. And that is the confidence. That is the conviction. That is the certainty. Not only in who you are and in yourself, but also in your results. So backing yourself, backing your products, backing your service, backing your results. And knowing that I know I have the best products on the market. Like, you feel that way about yourself. You feel like man, if people don't buy this thing, if people don't come into this program, people don't work with me.

They're missing out. Like they're really missing out. Right. And having that type of confidence about what you do creates this energetic attraction. It creates this like magnetism that people are like, I want that. I don't even know what it is, whatever she's selling. I want that. Right? Like you want to be that person like you want to be that coach, you have to back yourself. Absolutely. Absolutely. So our three CS are your cashflow, your confidence in certainty and your congruency. They're all just equally as important in terms of like what you're doing online and how you're creating now, you know, it's different. It's different when you are, you know, just getting referrals from people it's different. When you have an offline business, it's different. Maybe when you're selling a product through, you're a part of a company. But when you have to sell yourself, the congruency piece, the walking, your talk, the confidence, the certainty, all of that, it matters so much more than like having the right marketing tactic or strategy.

It matters so much more than having even the right offer, right. Or the right pricing. It's like who you be. That is what people are buying into. And that's what's needed in order to create this consistency. So that it's like, it's no matter what, no matter what, like you just expect that people are going to buy your stuff. You just expect that your programs are going to sell out. You just expect that no matter what happens, things are always working out in your favor. I actually had my own download in terms of this and it just won't go away. So right now I am launching my level up lab. This is my signature program. It teaches coaches how to create consistent five figure months by focusing on their business model, their mindset model and their marketing model. And we just finished a cohort now. And it's incredible, like the changes, the transformations, the results, the money.

It was funny. Cause I said, maybe I should use this as my next tagline, because they were like, I feel prettier. I lost weight. I made more money. So I was like, if you want to get pretty sexy and richer, like come join the level of lab, the excitement and that connection. Like I got another download. I have something else that I want to sell. In addition to this, like knowing when to like feed into your own intuition and like what you have going on. Right? Like my whole thing is this like of fucking course of fucking course. And that is like the expectation. That is the like, of course people are gonna buy my thing. Well, why wouldn't they, when normally it's the opposite. Normally it's like, Oh, I don't know if people are gonna buy my thing. Maybe it's too much money. Maybe it's not the right audience.

Maybe I'm not clear enough. Maybe they don't like me. So, and so is better. Someone else has something different than me. And it's like, we go through these like downward spirals and then we create a self fulfilling prophecy. It's a commitment every day to like show up and choose who you're going to be. It's a commitment every day to show up and decide, this is the woman I'm going to be. This is how I'm going to show up. These are the decisions I'm going to make. This is what I'm going to say yes to. This is what I'm going to say no to standing for yourself and also being an advocate for your clients. So for me, it was really interesting because I've had such a long history in this online space, so much has changed. I've evolved. My ideal clients have evolved to my business has evolved.

You know, there's so much that has evolved following these three things that I shared with you today, the congruency, knowing that I have that cashflow, which creates ease really. And then having that certainty and confidence assures me that like, I'm never going to go hungry. I'm never going to go broke. Like I know that this is the work that I'm doing. And it's a choice. It's a decision every single day to wake up and do this. Right. And it's not hard obviously, because I love my work, but it's still decision. It's a decision to show up. It's a choice for me to be who I am and then live in congruence with that. It's also about like doing it your way. I actually joke and call myself the burger King business coach, because I'm like, you can have business your way. Like when you work with me, whether it's a one on one or you work with me in the level of lab, like I do not put you in a fucking box.

Like there is no fucking box. The three CS don't happen in a box. You're thriving business. You're successful business does not happen in a box. I believe that we're all unique. And if we just tap into our innate power and RNH intuition and our heart and our soul, like we're unstoppable, nothing is going to stop us. We will not quit. We are strong resilient women, but we've got to do it our way. And sometimes when we get put into that box and when we feel like we're being filtered or we feel like this just isn't working out for me, then the results show, I think more people need to know. I think more people need to know that it's not just about the strategy. It's not just about the way that you market. It's not just about a webinar. It's not just about a Facebook ad, but it's really about who you be and how you show up and that magnetic attraction that you have with your clients. So don't forget to head on over to the show notes@jennscalialia.com forward slash E 73. That is the letter E and the number 73 over there, you'll find the free PDF download of the revenue on repeat video training series. So you can download that, get access to those jam pack trainings on how to really create a business that

Has consistency and has the sustainability. You'll also find a download of this week's transcript over there, as well as a direct link to the level of labs. So we are currently enrolling for the level of lab. This is for the coach consultant online entrepreneur who wants to create consistent five figure months in their business, wants to do it their way and wants to do it fast. So if you're ready to have those guaranteed consistent five figure months, the guaranteed clients and the guaranteed cash check out the level up lab, it is@jennscalialia.com forward slash level dash up. Or you can just head on over to the show notes and get the direct link there.

Let's keep this conversation going. Join us in the private discussion group. The ambitious babe, where ambitious driven online entrepreneurs go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at [Jenn scalia.com/tribe](https://www.jennscalia.com/tribe).