

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 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 Jen Scalia. Welcome to men for millions, the podcast for online entrepreneurs who want to create wealth and freedom with their business. You are in the right place if you're looking for the mindset and strategy to get seen, known and paid online. I'm your host Jen Scalia, visibility and mindset strategist for entrepreneurs who want to leave a legacy. So I am thrilled to be bringing you the next episode of met for millions each and every week you will get a short 15 to 20 minute audio training on how to really build wealth from the inside out.

So if you haven't subscribed, I would highly recommend you subscribe because we have some really, really cool things coming up, including a met for millions meditation and also some really cool insights and interviews with million dollar female business owners. So I'm super excited to bring you that. You're going to get a little bit of strategy, a lot of mindset, and a healthy dose of tough love with 100% authentic, raw, and real advice on how to navigate this crazy world of entrepreneurship. I am super excited for today's show because this is the culmination of everything that I've done to really create consistency and high income month in my business over the last five years. So what I'm going to be sharing with you today are the actual things that you need to have in place in your business. If you want consistency and consistency above, you know, more than five K more than 10 K a month, like I'm talking 30 40 50 60 some of my clients are hitting six figures per month.

You know, once you get the momentum and once you really get what I'm sharing with you in today's episode, it's going to hit for you like and then you can just take the action. So super excited for this one. Make sure that you have a pen and paper handy because there's going to be some notes that you're going to want to take so that you can take this and implement it into your business right away. So let's go ahead and get started. What I'm going to be sharing with you today is gold. It's magic and if you can apply it to your business and really understand these concepts, you're going to be able to hit 30 to 50 K cash month very easily in your business. And here's what I believe. I believe that 10 K is usually just like that startup. Like once you could hit 10 K and you understand the concepts of what you have to do on a daily basis, you are being consistent.

The next Mark is really that 30 to 50 K cash months and I'm talking about cash months here. Then from there it's really just about scaling, right? So a lot of people try scale too soon. A lot of people are, you know, jumping into their business and they want to scale something that hasn't been proven that isn't really working, they don't understand the systems, they don't have things in place to continue to keep it going. So what am I going to be sharing with you today are four things that you absolutely have to have dialed in in your business to hit those 30 to 50 K cash months that's actually going to put you on the path to millions, put you on the path to creating those six figure months to creating those million dollar years. I'm going to be sharing those four things and then also I'm going to be sharing three types of offers or cash that you need to have coming in in your business so that you can finally get off that income roller coaster so that you can, you know, enjoy healthy, great months in your business without worrying that the following month is going to be a low month or a lean month without, you know, wondering like when is going to be the next big hit for me, this is really going to help you create the consistency in income so you know what's coming in, you know the money that's available for you and then you can go ahead and scale it.

Because the other thing is you are going to be able to do this without launching all the time. You know, I have a lot of people that experience burnout, right? Because they feel like the only time I can make money or the only month where I can make money are the months where I'm launching and then if I'm

not launching, then I'm not making any money and we don't want that. We want you to be consistent, we want you to know what's coming in. And you know, one caveat to this is that as an entrepreneur there is going to be a little bit of fluctuation with the cash coming in, right? So you know, usually there's like a range and you'll like never go below a certain number, but then you also cap yourself at, you know, a certain number, like the higher numbers. So, you know, when I say consistently, I mean consistency within a range, meaning that you know, you're going to get between this and this every single month and that's just how it is, right?

I just want you to understand that, you know, it's not always like I'm going to have \$50,000 months every single month forever, right? It's, you know, you could have a \$30,000 a month and then maybe the next one 70 and then maybe the next two were 50 and then maybe the next one's 40 and then maybe the next one's 80 there is a little bit of rainy Sarah. But all in all, this is going to be like your average range of these 30 to 50 K months if you implement what I'm sharing with you in today's episode. So the very first thing that you need in your business is an audience. So many people spend all of this time creating their courses, creating their offers, but they have no one to share their offers with. So you absolutely need an audience in your business. So many people forget or just don't put a lot of effort and time into building their unique audience.

My two favorite ways to create an audience of people who are hungry for what you have is a Facebook group or an email list. And the reason that I this over, you know, just social media is because social media is just going to be another layer. Like social media is just going to be another place where people can see you. But I highly recommend that you don't make just Instagram or just Facebook, your number one place for your audience. And I'll tell you why. Number one, it's not your platform. So at any given time, these platforms can change their rules. You know, a lot of people are using Facebook, their profiles as business. That's actually technically against the terms and conditions of Facebook. So Facebook ever wanted to really enforce that you're up the Creek without a paddle. Same thing for Instagram. There's different rules.

They're already taking away likes there, you know, really doing things to make sure that people are authentic and real and that this is a platform where people go to connect, right? So this is why I really don't believe that you should have all of your eggs in just the social media basket because you don't have control over that. So that's number one. Number two is that the majority of people, unless they're like in your Facebook group, right, where they specifically said, Hey, I want to hear from you. I want to be, you know, a part of whatever you do. If you're posting just on your social media profile, the percentage of people that you're connected with on your Facebook profile that actually have friended you or follow you because they want to buy from you. It's super, super, super small, right? Like it is so small that the majority of the people just want to be connected to you or they may have their own agenda, the percentage of people that you're actually are going to reach and also those people want to buy from.

You are very, very slim on your profile page. I do again feel like you can use it as another layer as another thing, but it cannot be the number one place where you cultivate your audience. My top, our Facebook group and email list. You could also think about some other things like maybe a YouTube channel, but we're not going to get too much into that. What we really want to cultivate is people who raise their hand and say, I want to hear from you. I am interested in the topic that you are teaching on. Right? How much better is it to speak to and to share with people that you know want what you have versus kind of like throwing darts in the dark and hoping, hoping that someone that follows you or someone that shares your thing might actually want to work with you.

Number one is your audience. You have to be really diligent about building the audience because you could be the best coach in the world. You could have the best offer in the world, you could have the best

product in the world. But if people don't know about you and you don't actually get that product or service in front of people, you're going to be broke. So audience is number one. So how do we get the audience? This is something again, that people just completely overlook and I don't understand the concept. I don't understand why people aren't realizing that this is what you need in your business. So in order to create that audience, you need traffic. Okay? You need a traffic source, a consistent traffic source in your business where you know you're bringing in new people every single day. So this could look like some organic things that you're doing, so maybe you can use your social media or use your YouTube channel to drive people to your email list to drive people to your Facebook page or your Facebook group, right where they are saying, yes, I want to hear from you, so you need that traffic source.

They could be paid advertising where you are doing Facebook ads or Pinterest ads or Google ads and you're driving people to your thing, to your offer, to your freebie so that they can decide, yes, I want to be a part of your audience. Yes, I want to be on your list. Yes, I want to be in your Facebook group, so you've got to have that traffic source somewhere where you're constantly bringing new people into your awareness. Another one is organic partnerships and collaborations. Getting in front of other people's audiences to drive traffic to your offer or to your thing or to your website. Traffic is a huge thing that I see missing for so many people. It's like, again, I, I'm starting to build an audience. I have an offer. I have all these things in place, but eventually at some point, the people that you have in your audience, there's going to be burnout with the audience as well.

You know where the people that are going to buy from you that are in your audience have already bought from you, right? So you need to constantly be bringing traffic to your business so that people can determine that they want to be in your audience. So that's number two. Number three, if your offer, lots of people have multiple different offers, some people just have one offer and they go all in with that. This is really a personal preference. I'm actually going to be talking about the three types of offers that I feel you need in your business in just a few. But you've got to have the offer. You've got to have this dialed in like this is what I help you with. If you pay me money, if you sign up for my course, if you sign up for my coaching, this is what you're going to get.

This is the result. This is the outcome. This has to be super freaking clear. So that people will raise their hand and people will say, yes, I want to work with you. Yes, here's my credit card. So the offers got to be dialed in. I'm sure I'll be doing another episode. Really diving into like what that offer can look like and how to get it so clear that people are ready to say yes, but the offers gotta be dialed in. So you know, a lot of people will jump from like one offer to the next offer to the next offer and not really giving a really good opportunity for the main offer, that signature offer to develop and for people to sign up for it, right? It's just like, Oh, that didn't work. I'm going to do another thing that didn't work. I'm going to do another thing.

So here's the thing. I want you to give time to the offers that you're creating. I want you to really come up with something that's amazing, really something that's valuable for your people and that's where you want to drive your traffic and your audience to. So that's number three. Number four is a sales system. So you've got to find a way to get these people who are now in your audience, right, who have seen your offer into actually buying your offer. So this can look a couple of different ways depending on your strengths, depending on your style. Just really figuring out like, okay, what happens? Like if somebody [inaudible] is in your audience, so somebody in your Facebook group or somebody on your email list, what is the sales system? How do you take them from just an audience member or just a subscriber or just a group member to an actual buyer?

So you really have to also have this dialed in. Is it that you are just sending a series of emails that brings them to your offer? The emails have to be really good, right? To be able to get people to do that. Maybe

your sales system is doing discovery calls or sales calls. So instead of just sending people to a landing page, you may be doing phone calls where you're having people book in a time to talk to you. Maybe your sales system is just a sales page and you're, you know, number one thing is to just get as much traffic as possible to that sales page. Maybe it's Facebook ads. So you really want to think about like, what is my sales system and how do I actually get someone from a subscriber to a buyer? Because ultimately that's what we want. There's plenty of influencers on Instagram who have been proven to have, you know, millions of followers, but they can't sell crap.

They can't sell it because they don't have the right offer and they don't have the right sales system. This is why all four of these things need to be in place in your business. All four of these things need to be dialed in or else it's going to fall flat and you're not going to be able to hit those 30 to 50 K months. You'll probably just, you know, you'll get lucky, right? You'll have some people buy, but you're never going to be able to reach that like high level of success if you don't have these four things dialed in. So now I want to talk about the three different types of offers that I believe that you should have in your business. And what this is going to do is to help you create that consistent cash flow of 30 to 50 K months.

So the first one is a mastermind. I always start with the mastermind, but if you maybe don't have an audience yet or you don't have a big enough audience to have a mastermind or maybe you're unsure about how to run one, this could also be synonymous with one-on-one. I like to work with my clients on, you know, still being high touch, but taking away the one on one like real grueling task, right? Which is like having multiple one-on-one clients, which is a lot, right? Like if you had three, four, maybe five, one on one clients, like that's cool, but if you're getting into like 12 1521 on one client, you're going to burn out so fast. And I don't want that happening to you. What I'm going to be sharing with these offers. They're, they're more leveraged offers, but you can interchange mastermind for one-on-one if you are, you know, really wanting to stick with them one on one.

The first one is a mastermind. Essentially what this is, is it is a long term offer, right? So masterminds, six months, nine months, 12 months. I've seen masterminds even longer than that, but the idea here is that it's a high ticket offer, high value as well, high touch as well. That is for multiple months and you're getting payments every single month from 1520 people for a year or nine months or six months. So here's an example. Let's say you have a \$20,000 mastermind. Let's say it's 10 months. Just for ease of numbers here, it's 10 months, it's \$20,000 that means \$2,000 per month per person, right? So let's say you have just 10 people in your mastermind. If you have 10 people in your mastermind paying you \$2,000 a month, every single month for 10 months, that means for the next 10 months, you're guaranteed \$20,000 cash every single month. Now, how awesome does that sound?

We're already close to hitting our 30 to 50 K cash month. So that's \$20,000 there. Let's say you have 15 people, that's \$30,000 let's say you have 20 people, that's \$40,000 so kind of play around with the numbers here and see, but the mastermind is going to be the longterm thing and it's going to be the thing where you know it's high monthly payments. Now the good thing about this is that there will be some really awesome people who are like, I want to pay in full. And so you'll have maybe a bigger cash month because those people are paying in full. But I love payment plans. I don't think there's anything wrong with payment plans as long as you're calling in people who honor their word, who are going to honor their commitments and you know, make sure that they're paying every single month. So mastermind, 10 people, \$2,000 a month.

That means for almost an entire year you're guaranteed \$20,000 a month. How cool is that? That's only one offer. The other offer is group coaching, so this is what I do with my level up lab and my 10 X lab. This has been just such a breath of fresh air in my business and me being able to work with people in a completely different capacity than I thought before. Like I used to always think I can only do one on one

or I can only like build a course. You know, I got tired of doing one on ones because I had so many clients, so I did end up being that coach who got burnt out on working with too many clients, which is why I decided to leverage my time with group coaching. The group coaching is essentially, the way that I describe it is that you're doing one on one coaching in a group setting.

So for the group coaching, it's not a course. You're not putting people through a, you know, modules. You're not making them go step by step. It's not curriculum. What it really is, it's a group of people working towards a specific goal. You working with those people in a group capacity to help them reach that goal. So for example, the level up lab is for entrepreneurs who want to hit 30 to 50 K months. So everybody in there is at a specific point in their business where they are ready or wanting to hit 30 to 50 K cash month. And the way that I work with them is both in the group and individually. So I know what each person is, what's happening with each person. I know where they are in their business, I know what their assets are, I know what their struggles are and I'm able to really help them in this group capacity.

But again, there's no like, here's module one, here's module two I'm going to put you in the box. This is a little bit more free flowing and it allows to be more customizable and personalized with the people in that group coaching program. Typically for a group coaching program, I would say this is three months or six months. I've seen people do four months too, so between three and six months, obviously like your mastermind, the very first offer we talked about, you only have to launch that once a year. How awesome is that group coaching? I would recommend three to four times a year. So maybe you do it quarterly. That's how I do mine. Or maybe you want to take a little break and you do it maybe just three times a year where you're enrolling people into your group coaching program. Let me share with you how this might look when it comes to the cash months and bringing that money in.

So let's say that your group coaching is \$4,000 okay? If it's \$4,000 and you decide you want to do payment plans for three months, let's say the payments are 1350 a month. So at 1350 a month per person in your group coaching program, if you have 10 people, that's \$13,500 if you have 20 people, which I do believe you can, you can probably go up to 20 to 30 people within your group coaching program. So if you have 20 people, that's an extra \$27,000 a month. So remember your mastermind is already bringing in \$20,000 cash every month. Your group coaching program is now going to bring in \$27,000 a month. So that's already \$47,000 how amazing is that? Now, if you have an audience, if you built an audience and you have traffic, being able to enroll 30 total clients between your mastermind and your group coaching or 40 total clients should not be difficult.

This should be very easy for you to do. If you've got the first four things that I mentioned in place, so that's only two offers. Now I'm going to talk about the third one. We're already at 47,000 but let's just throw some icing on the cake like obviously you could also have, you know, other money coming into your business from affiliates speaking events, DIY programs like there's also all this other money that could be coming into your business. But the final one is a hands off course. What I feel is happening in the industry is that we are selling ourselves short. We aren't enrolling people into courses for \$700 a thousand dollars \$1,500 and we are giving to them as if they're one-on-one clients. We are giving to them as if they're in our mastermind. And so what this does is it really makes it difficult for you to be able to distinguish why someone would buy your course versus at a lower price versus spending more money on a mastermind or group coaching where they're going to get that individualized and personalized attention from you because people are doing courses, selling them for really cheap but then giving so much right in the way of, and I'm not talking about the content, what I'm talking about is your access, right?

So people will do courses and answer every single question, you know, work with every single person, do all of these things and it's like it gets really draining and you also are just not getting what you're

worth for that. For me, it's a hands off course. So this is obviously curriculum modulated. Walk you through step by step. This is how you do a thing. Maybe it's how to build a podcast from the ground up. Maybe it's how to master your sales calls. Maybe it's how to lose 20 pounds in 30 days. Whatever it is for you. Think of a course, and it could be something that you already have, but I want you to think about what this would look like if it was hands off. If someone just bought the course for 500 a thousand \$1,500 and there was no involvement with you, maybe, maybe there's like a once a month Q and a call.

But that's it. So really think about this because this is gonna help you get leveraged, right? If you're spending maybe two hours a week on your mastermind, one hour a week on your group coaching, that's three hours. So you have so much more time to do other things and to do the things that you want to do in your life and in your business. So a hands off course, it would be something that somebody could just buy. There's really no involvement or very limited involvement access to you, right? So they're getting the content, they're getting the value, they're working through it by themselves, and then if they want more access to you, then they can sign up for your group coaching program or they can sign up for your mastermind. Does this make sense? I really hope this isn't making sense for you guys and you're seeing how you may be selling yourself short when it comes to the types of offers and why it may seem like, Oh my God, I'm doing all of this work and I'm putting so much into it, but I'm still not hitting those big months.

This is why. The final one is a hands off course and I would recommend a very limited payment plan if you're going to do a payment plan. And also I would recommend weekly or biweekly option. So let's say you have a course, a hands off course that is \$1,000 and it's six weeks long. Okay, so for that six weeks, I wouldn't go beyond six weeks for a payment plan. I wouldn't go beyond two months actually. So you could do, if it's \$1,000 you could do two payments of 500 so I wouldn't go further than that. I really wouldn't do like a 99 times six or a one 99 times six because then you're going to run the risk of people not paying. Then you're going to run the risk of you having to spend all of your time chasing people for \$199 when you have people that are honoring their word that are doing their thing in your mastermind, paying you \$2,000 a month with ease because they don't want to let you down.

I would recommend that limited payment plan. Don't go too far beyond the course time limit. I've also played around with weekly and biweekly options for my courses. This works really well for some people. For some people it doesn't. You just want to be very explicit and clear that if you have a weekly or biweekly option that it's spelled out on your checkout page that this is going to come out weekly or this is going to come out biweekly. But the idea here is to continue to bring money into your business and continue to have people learn from you, but it's more hands off. You're bringing the money in. You don't really have to worry about it too much. And then if people want more, they can go into your other offers. So let's just say you have a thousand dollar course and you sell five of those every single month kind of on autopilot.

That's an extra five grand because sell 20 of them a month. That's an extra 20 grand guys, are you seeing how quickly and easily this can add up? And this is doable. If you have those four things in place, if you know your audience, you're actively building your audience, either through an email list or Facebook group, you have the traffic source that's bringing new people consistently into those audiences. You have that offer dialed in. You know what that is, you know what your mastermind looks like. You know what your group coaching looks like, you know what your course looks like and they're distinguishable, right? So someone knows if I want this high level access to this coach or to this person, I got to sign up for the mastermind if I want, you know, like hands on and, and I, I want to just really get their feedback.

Group coaching is where it's at for me and if I just want information, if I just want the content, if I just want to learn the thing, then I'll just buy the course that's ever today. I mean I literally feel like I just gave you guys a module in intercourse course. So this is really awesome. I want you to really think about

what you have in place in your business, what you don't have in place, where you need to get clarity, where you need to dial in your systems. All of this stuff is going to be super crucial for you to be able to hit those 30 to 50 cash months without burning out, without being on social media every single day without launching all the time. Actually before I wrap up, remember the mastermind, you only launch it once a month. Group coaching. Maybe you launched that three times a year.

I don't even really call mine a launch. I just say I'm like enrolling people from my group coaching program. So it's a little bit more fluid because you're giving people content and you're giving people value all throughout the year. So when you open up that spot every three to four months, people are like, I'm in, I'm on it, I'm ready. And then the hands off course is something that's going to be a little bit more automated kind of happening in the background. So you're not launching all the time to try to scrounge and like hit those numbers. You're hitting those numbers with ease. It's consistent, you know, for the next 10 months you're getting paid X for the next year, you're getting paid X. All of this money is coming in. This is the way to do the business online. This is the way to do it so that it's sustainable.

And then once you've got this dialed in, that's where you can begin to scale. That's when you can begin to say, okay, you know, which one of these three offers is like killing it and how can I get more people into it? Or how can I run it more often so that I can hit those six figure months so that I can have you know, \$1 million a year or a multimillion dollar a year in my business. So guys, this was super amazing. I am like thrilled for you to have this information in your hands and what I would love for you to do is actually invite you to two things. If you're listening to this, you know when it comes out, I do have a webinar that I am going to be doing on Wednesday, March 11th the mindset for millions webinar. So I would love for you guys to sign up and join that.

You can head on over to the show notes@jennscalvia.com forward slash E 41 that is the letter E and the number 41 and you'll see the link there for that webinar. It's going to be amazing. It's really going to help you pull you know more of the strategic stuff that I talked about in this episode today and put that together with that mindset that's actually required to have a consistent income to grow your audience, to really reach that type of wealth that you desire. So head on over to the show notes. The link will be over there for you to sign up for that. And the second thing is I am enrolling for the level up lab. That is my group coaching program that shows you how to hit 30 to 50 K cash month in your business. Super excited for this round and really helping people with all of the things that I just talked about in today's episode.

If you are interested in that head on over again to the show notes, you'll have the link there to be able to book a call with me or get information on the level of lab to see if it's a good fit for you. Or if you just want to private message me or email me@supportatjennscalvia.com and get some more information about that. You can do that as well and that is it for today's show. Again, I really hope that you took a lot of notes and if you didn't take notes, make sure that you listen again, you saved this podcast so that you can go back over and over and over again to really make sure that you've got this stuff dialed in. You've got this stuff happening because I'm telling you, this is the exact things that I've done to have multiple five figure cash months in my business for 60 months in a row.

I didn't do this once. You know, I didn't just hit a 30 K a month and then start deciding to teach people how to hit a 30 K month. I have been doing this consistently for the last five years. I have been helping my clients do this consistently. I have so many clients that I'm so proud of that came to me, you know, making \$100,000 making 250 and now they completely blow me away and they're like making multimillions of dollars. So this is possible for you. Once you really understand these concepts and have them dialed in. If you're interested in joining me in the level up lab, or at least finding out information to see if it's the right fit for you, make sure that you head on over to the show notes. Grab that link, get the

information that you need, make sure that you're signing up for this webinar, the mindset for millions. It's going to be amazing and wonderful and I can't wait to share even more with you.

Let's keep this conversation going to join us in the private discussion group, the ambitious Bay. 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 [Jenn scalia.com/tribe](https://jennscalia.com/tribe).