

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 are absolutely in the right place. I'm your host, Jennifer faith, success and mindset strategies for entrepreneurs who want to start a movement, leave a legacy and build a seven figure business. And Brett, in today's episode, I'm going to be diving into some online marketing truths. So basically there are myths that are going around just ways that we think we have to operate in the online world in order to be successful in order to make money. A lot of it is just not true. So I am debunking some things today in the episode, I think you're really going to enjoy it. So let's go ahead and dive right in.

All right. All right. So I think you were either going to love me or hate me after today's episode, where I'm going to be sharing some unpopular truths about having a business online, whether that's a coaching business consulting, or really doing any kind of business online. This is going to connect with a lot of people. I have had a lot on my mind lately have been speaking more into my truth. And if you have listened to the previous episode, if we are also connected on Facebook and you've already heard me speak about some of these things that I see happening in the online world. Now, obviously this is par for the course. I am not new. I have been doing this particular coaching business for almost a decade, which is in scene. And today I wanted to share with you some unpopular truth that actually may go against what you think is right, or the way that things should be in your business in order to be successful.

Number one is high ticket does not equal high value. I have paid ridiculous amounts of money for things that I could have Googled or to have a coach. Tell me basically, the things that I already knew from their free content. I've even had a coach once tell me that she is running on fumes, and this is someone I was paying multiple, multiple thousands of dollars to every single month. I actually did a podcast episode on this. We'll make sure that it's linked in the show notes on what high value actually means. Just because something costs a lot more money doesn't necessarily mean that it's better. When I say that I am referencing just the coaching industry right now, because I do feel like there's other things in the world where that is true, but in the online marketing world or in the online coaching space, that is not always true.

So my advice is always to do your due diligence, you know, really have discernment in who you're hiring, what you're getting, what you're investing in. I know that it is rampant in the coaching industry too. Just don't want a gut feeling or you know what feels good, or you should hire people that trigger you. That one is just totally bonkers to me, but really it's just like, okay, cool. Like if you're attracted to someone, if you're thinking about investing in something, just make sure that you are in alignment with, and that you understand really what you're getting so that you're not disappointed because this is what I feel, why so many people are upset with the coaching industry and why so many people have bad experiences is because they are assuming that because something costs a lot, that it's going to be the best option for them.

And that is not always true. So number two is that you have to invest in coaching at a certain level in order to charge a certain price. So I'm sure that you've heard this before. So someone saying, Hey, if you are charged \$5,000 for your coaching, you must invest \$5,000 in your coaching. First. Now I can kind of see where this comes from, but at the same time, not necessarily, especially if you're not just a coach, if you're doing other things, if you're an agency, if you're a copywriter, a designer, a speaker, even as a

consultant, people aren't paying you just for your time, they're paying you for a specific outcome. Right? And I think that that's just something that we forget, it's a specific outcome and that the investment should be relevant to that. So there could be something that you offer that is of high value.

That is also a higher investment. And just because you haven't personally made that an investment that high yet, or an investment in a coach doesn't mean anything. So hopefully this one will set. Some of you guys free. If you're doing something other than coaching, like this actually just doesn't apply at all. Right? But we all also invest in our business in different ways. And I think that that's something that we need to understand hiring a coach. Isn't the only way to invest in your business. And I think that that's also become rampant as well. It's like invest, invest in best. That means hire a coach, join a mastermind. Of course, we want you to do those things. And they are really great things to do. I'm actually going to talk about that in number four, at the same time, there are other ways to invest in your business.

You can invest in advertising growth team legal. There are just so many other ways for us to spend our money that qualifies as investing. And it really also depends on what phase you are in your business, but it doesn't necessarily mean that just because you haven't paid, I coach a certain amount of money that you can't charge that number three, it is not easy, that's it? That's the whole truth. And I do believe that once you have everything in place for your business foundations are built. You have the right team, you have the right business model, you have the right infrastructure to do so that you can actually have a business where you are operating with ease, but success is not easy. And I think that that is just another bad misconception, right? Because then people start to really think about their mistakes or their failures as wrong.

When really those things are bringing you closer and closer to success. The road to success is paved with mistakes and failures. And that is something that you have to get used to if you want to rise to the top. So it's not easy. It can be done with ease. It can be done your way, but having a level of success and the more, and the higher you go to the type of success that you want, whether that's impact, whether that's opportunity, whether that's income, it doesn't get easier. So just approach it, knowing that you're doing something that most people are afraid to do that in and of itself is a way for you to really understand and know that you are powerful and that you were doing something that is your purpose and your truth. And it may not be easy, but we all know in the end it will be worth it.

If you don't quit. And if you don't stop, just because you've come across a roadblock or a mistake or a failure. So number four is you don't need a coach. So maybe I shouldn't be saying this because I am always selling coaching. I have group coaching. I have masterminds, I have one-on-one coaching. But the reality is it's the truth. Coaching is not a need. It's something that should be a desire, a want a way for you to get where you want to go faster, a shortcut, the most successful people. I know also just love having a coach. They love having support and accountability. They love having somebody hold space for them. And that's why people invest in coaching. You know, it's not that, you know, in order for me to be successful, I need to have a coach. You can be successful. This is just going to help you do it faster, right?

But not a need hiring. A coach should come from a place of desire of want and never ever from a place of lack. Number five, launching is not for everyone. So depending on your personality, your strengths, your bandwidth, the type of business that you desire to build traditional launching is actually not for most people. And this was something that I learned from one of my amazing mentors, Todd Herman. And I remember when he told me this, I was just like mind blown because I had been taught that that was the way that you had to launch that you had to do these six week launches or, you know, affiliate launches. And that was the only way to be successful. But the reality is launching in and of itself. That whole process is not for the majority of people. And really just depending on who you are, your strengths, how you operate, will determine what kind of ways you use to get your business out there.

So I actually did a YouTube video on this topic. If you're interested in hearing more about why launching isn't for everyone, you can head on over to the show notes@jenscalia.com forward slash E one 13. And I'll have the video link there for you. Number six, alignment is the only strategy for guaranteed sales. So I truly believe this, and I've done multiple episodes on alignment. You can kind of go back and binge on those. I just really feel like, you know, the formulas, the certifications, the templates, the blueprints, they only work when you're in full alignment. And that means full alignment with what you're selling, who you're selling it to and how you're selling it. Any part of those things that are off, it's going to make sales feel difficult. It's going to make sales feel like they're hard to come by. You could literally hold the step-by-step process to a million dollars and still not make it happen if you're not in full alignment with the process.

So alignment is key. And the final one, which is actually my bonus one is that you do not need to live stream daily. I don't know who needs to hear this. I feel like a lot of people have been sold that and I do get the power of going live. I do get the power of video. There are different options. So it's not to say that you're never going to show your face or allow people to hear your voice. But again, depending on your strengths, and this is how I work with my clients is what is your strength? What are you good at? What do you like? And let's create a business around that. You can create your success around that as well. So there are a lot of different options now to live streaming, you can do prerecorded videos, post them on your social media, post those videos.

Also on YouTube. People are blowing up on YouTube and doing amazing things. It's not a live stream is a prerecorded content. A lot of times that prerecorded content is not even that long, three minutes, five minutes, 10 minutes. There's also stories, reels, Tik, TOK, places where people can get that feeling of being close to you, of being connected to you because they see you. They hear you. They feel you, they can sense your energy, but it's not you going live every day for 45 minutes with nothing new to say. So for me, I've always had a little gripe against people going live all the time. Because a lot of times what it turns into is I committed to going live all the time. And so I'm just going to go live with no purpose to me. I'd rather have you go live once a week, maybe even once a month, if you want to spread it out that thin, but have a purpose with it, have a purpose.

And then in between you can do the other things at the risk of making this too long. I'm going to stop here as always though, there are probably many, many more I would love to hear from you. What are some other marketing truths or online business truths that you have come across, or some myths that you have busted if this resonates with you and you're really ready to go to the next level. You're really feeling this idea of, I get to build the business my way. I don't have to do certain things that don't feel good for me. I would love to invite you to the 50 K club. This is for established coaches and service providers who are ready for consistent and predictable 30 to 50 K months by the end of 2021. So that's my new mastermind. I'll have it linked up again@theshownotesatjenscalia.com slash E one 13.

All right. So that is it for today's episode. I really wonder what you think about this and if any of these resonate and have you have come across any of these in your business as well. And hopefully I can kind of help you to not get caught up in some of these things, because they really do hinder your progress and hinder your growth. So apply what you've learned in today's episode, take it, run with it and go make some money in your business. Go have some more success. We are all rooting for you. Make sure that you subscribe to the podcast so that you don't miss an episode. And also, please don't forget to leave us a positive review on iTunes. This will just help us reach more people who are committed to making incredible change in this world. Just like you as always. You can also head on over to the show notes@jenscalia.com forward slash E one 13. That is letter E on the number one 13 over there. I have referenced some episodes that I talked about in today's show, as well as some other goodies and some programs and offerings that I have going on right now to help you grow your online business. We'll see

you back here next week, where you'll get another quick bite episode to build your business from the inside out.

Let's keep this conversation going. Join us in the private discussion group meant for millions where ambitious driven online entrepreneurs go to get the mindset and strategy to grow and scale. Their online empires joined meant for millions@jennscalvia.com slash tribe.