

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 shit happen no matter what. This is focused, fierce and financially free. Here's your host Jen Scalia and welcome to focus to fierce and financially free. This is your quick bite podcast for online entrepreneurs who want to create wealth and freedom with their business so you are absolutely in the right place if you're looking for the mindset and the strategy to get seen, known and paid online. I'm your host Jen Scalia, visibility and mindset strategies for entrepreneurs who want to make an impact. I want to thank you first so much for being here with me this week and reminds you to tune in every single Tuesday where you'll get a short 15 to 20 minute audio training on how to build wealth from the inside out.

I'm super excited for today's show because I'm actually sharing a snippet from one of my pay programs called the alignment assignment. In today's episode, I'm going to be sharing with you how to align with your soulmate clients like the actual things you have to do, the language you have to speak, the things that you have to say in order to call in those clients who get results, who show up, who do the work and who are really a joy to work with. So let's go ahead and dive right in to today's episode. Here's what I know. When you work with the wrong clients, when you work with people who don't fan your flame or light your fire, you're going to become resentful. You're going to feel resistance around creating a container for your clients. You're going to start to wonder about your own expertise, about your own gifts.

You will start to think that you want to do other things or that maybe you don't want to coach anymore because you're calling in the wrong clients or clients who don't show up or clients who don't do the work or clients who don't make their payments or clients who ask for discounts or clients who are pains in the ass. We have such a gift to be able to work and choose who we get to work with. I think a lot of us forget this, especially in the beginning phases or if you're at a place in your business where you're just trying to get clients or you need to pay the bills or you're coming from more of a desperate place. You feel like I should just say yes to this client. If somebody wants to work with me, who am I to say no to this client?

Right? Really what we're doing is we are taking up space with clients who don't serve us, who aren't going to get the best results, who aren't going to make us feel good about our gifts. And then there's people out there that are waiting for you to shine your light and you can't because you're so wrapped up in people who aren't the best for you. So it's funny that I'm about an ideal client, but honestly, if you think about it, it's just like any other relationship in life, a romantic partner, a friendship. If you're hanging out with the wrong crowd, if you're, you know, with mr wrong, what are the chances that mr, right? Or the right friends, the uplifting friends, the inspiring friends, the motivating friends are going to have any chance to be in your space. So we have to think just as critically about our clients as we do with the rest of the relationships and people in our lives.

Our clients are our livelihood. So whether you're doing one on one coaching or whether you're doing group coaching, it really doesn't matter the people that you're bringing into your space, you want to feel really, really good about. So this is what we're going to dive in today is really how to start to call in those clients who really connect with you, who allow you to serve at your highest, who get results. And also if you're at a place where you're feeling like, Hmm, maybe I've been working with a specific type of client, but I'm ready. I'm ready to work with an up-leveled ideal client. I'm ready to change who I'm working with. We're also going to discuss how you can do that as well. So the first thing I want you to think about is are you speaking to the people that you want to be speaking to or are you speaking to the people who are currently in your audience?

So what happens a lot of times is when we first begin, we are pretty much, like I mentioned earlier, just kind of, you know, grabbing at straws, like we're taking whoever we can take. We're vague in our marketing and in our messaging. So we ended up with kind of this hodgepodge of people who some may be ideal, some may not, most probably aren't. And then we end up with an audience for our tribe, whether that's our Facebook group or our email list of people who don't buy, who are not taking action, who you know, it just feels like pulling teeth with these people. And instead of doing what we're going to talk about later with, you know, upleveling the ideal client, we feel, well, I should just serve this audience that I currently have. I have people that are here. I should just give them what they want, right?

All the while we're shrinking. We're not feeling really good about the work that we're doing. We know that we can do so much more. We know that we could work with clients who, you know, not only do the work, get results, but can also pay us more. So I really want you to be honest with yourself around, are you in alignment with your current audience? Are you speaking to the people that you actually want to be speaking to and working with or are you speaking to the people who are just currently in your audience? And that's just what it is when it comes to really calling in the people who you most desire, the number one thing is going to be relate-ability. What's really awesome about the work that we're doing in this program is that we are really getting in touch and aligned with who we truly are.

We're really getting in touch and aligned with the work that we want to do in this world. How we want to show up, how we want other people to us, and that's got to translate. This is the whole idea around this entire program. It's got to translate. It's gotta be in alignment. We can't be wishy washy. We can't go back and forth. We can't say one thing and do another. We can't do something and then tell somebody else to do something differently. So relatability is key when it comes to attracting your ideal clients. You want to make sure that they can feel that you are the right leader for them, that you are the right coach for them, that you are the person that can take them to the next level. We need to make sure that they connect with our specific solution. So one of the saddest things I see is coaches and service providers changing and shifting out of their natural and brilliant gifts to serve clients who ultimately aren't the ideal client.

So instead of you coming down and saying, okay, well this is the audience that I have, this must be the way that I need to serve them. Really connected with what's your solution? What's your gift? How can you best help people and encourage people to rise up to that. That's where your light is really going to be able to shine when you're doing the work that you're ultimately supposed to do for the people who connect with you on that level. So in terms of alignment, I want you to think about also, are you asking your ideal clients or your audience to do anything that you have not done? So obviously there's going to be some caveats to this. There's going to be some exceptions to this rule, but for the most part, if you are a coach, if you're someone who's a leader, if you are out there, you know representing yourself as a public figure, as someone for people to follow, you want to be in alignment and in integrity with what you're asking people to do.

If you're asking people to be a certain way with how they show up, are you showing up that way? If you're asking people to be a certain way in their relationship or communicate in a certain way in their relationship, are you communicating in that way? If you're asking people to, you know, invest a large amount of money for a longterm commitment, but you have your own reservations or hesitations around signing up for a longterm thing or around investing a certain type of money, you're not going to be able to call in and attract the people that you ultimately want if you are out of alignment. And so we did some previous exercises in this program around really getting into alignment, right? Because this is so important, but I want you to see how this relates to your ideal client. This relates like so much because they want to calibrate to your energy essentially.

Like they're looking at you and they are saying, this person has what I want, or this person knows how to get what I want and that's why I want to be around them. That's why I want to invest in them. That's why I want them to be my, so ultimately people are looking at you and they're seeing misalignment or they're seeing something's up with this person or they're seeing you say one thing and do another. They're not going to want to calibrate to your energy. It's just, you know, we also talked about energy earlier in this program and it's just so important. So if you have a low vibe, low energy, funky energy, desperate energy, people will not want to buy from you. They will not want to calibrate to that energy. That's why we have to present at our highest and best selves all the time, especially in the category of whatever it is that we're teaching.

But honestly, really across the board because if somebody is looking at you and they're thinking, Hmm, something's funky about that person, they will never ever buy from you. They want to look at you and see inspiration. They want to look at you and be motivated. They want to look at you and see someone who is relatable but also a few steps ahead also has been able to get the thing or have the thing that they ultimately want. So really be honest with yourself here around, you know, am I in alignment and am I in integrity with the things that I want my clients to do with the things that I'm putting out on social media? Maybe you're giving all these tips but you're not following them yourself. Maybe your, you know, asking people to do something and you do the exact opposite. People feel that.

People know that if you're looking at your client list and depending on, you know, if you're very successful and you have a lot of clients or if maybe the clients are far and few between, this is something that you really want to look at. Because remember it's the energy. So they want to calibrate to your energy. So if you have low vibe energy and funky energy, desperate energy, nobody's paying for that. Nobody is opening up their wallet or handing over their credit card and saying, I want that. I want to be in that funky energy. I want to be in that desperate state. No, it's not happening. And you know, one other thing that I just want to say too is that you don't necessarily have to be flashy. You don't necessarily have to like show this extravagant, crazy lifestyle in order for people to see what you want.

They can calibrate to you being a successful working mother with three kids. You know, they could calibrate to you being a single mom. They could calibrate to so many different parts of you really think about then who your ideal client is and what they want to calibrate to and are you being an example for that. If you can do that, all of your marketing, all of your promoting, all of your sales, all of your launches are going to be so easy, like it's literally going to feel so effortless. You don't even have to do anything. You just have to be you and know that this is the energy that they want to calibrate to and because of that, whenever I make an offer, they're going to say yes, they may not even need to look at a sales page. They might not even need to get on a phone call.

I don't need to convince them of anything. They just see it in me and they see the truth and they see the certainty and they can get behind it and so they pay me. That's essentially what this, you know, coaching world is all about can they afford you? I just wanted to throw this out there because there is, you know, some people who really want to serve a specific type of market and you know, there are people who just either a, don't see the value in investing in themselves or be just, no matter what they do, like they just can't afford it. And I always said that if somebody can't afford you, they're not your ideal client. We're in businesses, we're not in charities. We're here to make money, right? We're here to make a difference. But we're also here to make money. If your ideal client, if the person that you're speaking to can't afford you, it's going to be really, really hard road for you.

Are they someone who values investments? Are they someone who honors their word, make sure that they are paying on time and things like that? You want to also think about that. You want to speak really to their soul. So I can't tell you how many times over the last few weeks I've gotten literally comments, messages of people saying, you're speaking to my soul and that's the energy that I want you to be in. I

want you to be so unfiltered and so you did that. People are just attracted. You need to speak to them in such a way that touches them differently than other people do. The market is saturated, the news feeds are clogged. Everyone is getting inundated with ads and promotions and marketing and sales and launches. How are you going to stand out? You're going to stand out by speaking to their soul and the only way that you can do that is to dive deep into your own and to speak from your heart and to really connect into who am I and who are the people that I want to attract and have those two worlds come together.

Now let's talk about upleveling your ideal client. So maybe after you've heard me speak a little bit about this, you're like, Hmm, okay, maybe my mind, my ideal client can afford me or yeah, I really find that my clients are draining. You know the, I always get the price objection, you know, whatever it is and you're thinking, you know, really just want to work with a different type of person. I really want to work with, you know, a different quality of clients. A couple of things that you want to do when you're thinking about upleveling your ideal client? Definitely the biggest thing, well I would say there's actually two big things. The first big thing is language. I know that often I catch myself speaking to my old ideal client and it's just because it's become habit. Yeah. I'm just used to saying certain things and then I realized that, Oh crap, I'm actually talking to the people that I used to help, not the people that I currently want to help.

Different people at different levels have different problems. They speak about their problems in a different way. They're in different parts of their journey. They have different issues. So you really want to understand their language, where they're at, where they are on their journey, what their big problem is. Because somebody who's just starting their business is going to have a very different problems and very different language and different viewpoints on their issues than somebody who's making \$20,000 a month. Someone who has, you know, tried every single weight loss program and strategy out there and still hasn't succeeded, is going to think very differently and speak very differently about their problems than somebody who wants to lose weight after they just had a baby, right? And it's the first time that they've gained weight and they want to get back into shape. Or somebody who wants to, you know, do competitions, completely different language, right?

So really think about that when you're thinking about upleveling your ideal client, what are their new problems? So doing surveys or interviews will definitely help with this. But also just being in touch with who you are and who you want is going to start to attract those people. So the second big part of this is you got to Uplevel yourself. Because remember I talked about people want to calibrate to you. They want to calibrate to your energy. So if you're on the same level as someone, or maybe they even see you as being like a little bit below them, they're not going to work with you. They're not going to pay you. They're not going to want you to be their coach. So if you want to Uplevel your ideal client, you need to Uplevel yourself. Believe so fully in yourself and in what you're doing.

You need to go first, right? You need to make that first move. If you want clients who invest in themselves, you have to invest in yourself. If you want clients who make Swift decisions, you must make Swift decisions. If you want clients who pay you in full or pay you on time, then you've got to do the same thing because our clients are a mirror for us. If you're attracting people who are less than ideal, who are not exactly, you know who you want or they're missing payments or they're not doing the work, you want to look at yourself and say, where am I not doing the work? Where am I hesitating? Where am I in limbo? Where am I not honoring my word? Because it's always a reflection. So if you want to Uplevel your ideal client, obviously Uplevel the language, really understand and know what their issues and problems are and how they speak about them.

And then you can then talk to, this is how I can help you. This is the solution that I have for you. And then the second part is Uplevel yourself. You must go first. You go first. They follow. If you're at a

standstill or you're at an impasse and you're not taking the action, or if you're thinking, Oh, but once I get these clients, then I'm going to do this. Or once I start making X amount of dollars, then I'm going to do this. Go before you're ready. Go first. That's when the clients are going to follow. They're not gonna follow someone who is hesitating. They're not gonna follow someone who is unsure. They're not going to follow someone who is doubtful. This is why it's so important to get into alignment with your work and what you're doing and and know for certain, this is who I am, this is what I do.

I know I can get results and this is why you need to speak about your results and speak about your offers and speak about your programs in such a way that people just get and they want it. And they want to calibrate to your energy. All of this is so important because I'm telling you, if you continue to work with the wrong clients, you're going to resent them. If you feel like you're pulling teeth, you're going to resent them. But you've got to go first. You've got to be the example when they see you rise, they're going to want to rise and then they're going to want you to help them rise. They're going to want you to be that leader for them. So there's a lot there to unpack around the ideal client and around upleveling your ideal client and around being in alignment with who they want to work with, with who they want to be led by, with who they're willing to pay in order to get them a specific result.

So lots to unpack here. Definitely want you to do some journaling around this and around some of the questions that I posed. Be honest with yourself. Look at like, Hmm, my ideal client. Would they be happy or would they be disappointed if they knew X about me, if they knew this about me? I always thought about this when I was single and thinking about like my dream guy, right? So there were certain like little habits that I had, you know, like not going to the gym, sitting on the couch, and you know, sometimes I would go to get fast food and I was always think about like, Oh my God, I would be so embarrassed if like Mr. Wright saw me stuffing my face with these French fries. And so it was like I was out of alignment to attract Mr. Wright? Right? Right. So it's the same thing with your clients, right?

What are the things that maybe you're hiding or maybe the things you're out of alignment with or maybe the things you're scared or worried about that if that ideal client knew, they would be like, no, that's not my coach. So think about stuff like that to get really, really honest with yourself. Are people really going to look up to me? Are people really going to, to see that I am living my truth, that I am living what I'm saying, that I'm walking my talk. So that wraps it up for today's show. I really hope that you got a lot out of this. And as always, I aim to really make these episodes actionable and something that you can literally apply to your business right now. So with the tips and with the guidance that I've given in today's show, you can start to change your language.

You can start to talk differently to your ideal clients. You can start to really show up in a way that makes them want to work with you, that makes them want to pull out their credit cards and buy all of your programs. So if you're ready to dive even deeper with this, I invite you to check out my brand new intensive called truth. This is where you'll be able to master and monetize your message so that you can call in those amazing clients so that you don't have to worry about or struggle about where your next paycheck is coming from. In truth, you'll learn how to attract customers with ease, make daily sales, and create multiple five figure launches by just tapping into the energy of you. I'm super excited for this intensive. We start in a few weeks. You can head on over to JennScalia.com forward slash truth where you can find the information and register for our next intensive and also check out [\[inaudible\] dot com](http://inaudible.com) forward slash E 38 that's the letter E and the number 38 where you'll get the show notes for today's episode. And I've also included some journaling prompts to go along with today's activity as well. So that's it for today's show. Thank you so much for tuning in and I hope to see you back here next week.

Let's keep this conversation going to 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.

