

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. I am your host, Jenna, Faith Success in Mindset, Strategist for entrepreneurs who want to start a movement, leave a legacy and build a seven figure business and brand you're in the right place. If you're looking for the mindset and strategy to get seen, known and paid online,

Welcome back. I am so sorry,

Excited to be bringing you this episode and all of the episodes going forward. So if you are a previous listener to the podcast, you notice some different things. So we have rebranded, we've renamed the podcast, and I really wanted to take this time to explain why we were gone for a little bit, why we decided to rebrand and really the outlook and the vision for the podcast going forward. I really think that you're going to enjoy it. I also would love your feedback. Feel free to reach out to me on social media and share with me what you want to hear on the podcast. The idea of the podcast was really to be able to bring a lot of value to my audience. And we came across some hiccups with really getting it out there to more people. The podcast, if you've listened to any of the previous episodes, you know, that they were packed with value.

A lot of the listeners would tell me how they actually felt like they were taking a course when they listened to my podcast. So if you're new to the podcast, I definitely recommend going back, binge listening to some of the podcasts. Every episode is really short, 10, 15 minutes. Some of our longer episodes might go about 20 minutes, but definitely something for you to take and be able to take action. And that was always my intention is to be able to give you meat, to actually give you value, to actually give you something that you can take and apply to your business right away, because information alone actually doesn't get you anywhere. Right? So there is just so many different things that you could be doing, listening to podcasts, watching YouTube videos, watching live streams, scrolling, and scrolling on Facebook, scrolling on Instagram, right? Like I said, I really just wanted to make this podcast different.

I wanted to make it a place where you could come get that hit of inspiration, get that quick bite value and be able to just run with it, take it and apply it to your business. So that is still the intention with the podcast going forward. Each episode is going to give you real-world experience that have had over the last eight years, being in the entrepreneur slash coach space, working with over 2000 people, making over \$3 million in the online space. So I'm sharing a lot of my experiences, what I've learned and a lot of what I teach my personal and private clients. So definitely make sure that this is something that you are very intentional about yourself taking notes, taking action, because honestly, like what I'm giving in this podcast is of high, high value. So let's talk a little bit about where I've been in March of this year, 2021.

I actually went through a surgery and I'll talk a little bit more about this later when I'm ready, but I actually went through surgery and I took the entire month off, which was really interesting because I had actually taken a few months off last year. I took all of August off. I took all of December off to really kind of see like what happens to your business when you're not actually hustling? What happens to your business when you're not physically and or actively and or daily promoting your business something. And what I learned in the two previous months in last year was like, well, nothing really happened because of the way that I had set up my business is that I'm always creating cashflow. So this is something that I'll be talking about a lot in this podcast that I have talked about previously in some of the episodes is really setting yourself up for success.

What we noticed with the podcast was that, you know, the podcast itself was really amazing, but it wasn't getting in front of enough people if you know me. And if you don't, I am someone who is really, really adamant about creating an audience of people who want to hear from you who want to buy from you and really creating that space for you to get in front of more people, truth be told it was a little frustrating that, you know, I had this amazing podcast that was giving tons of value, but we weren't getting it in front of the numbers that I wanted to get it in front of. So as a company, we decided to really just take a step back, evaluate the podcast and decide like, what can we do going forward so that we can get this in front of tens of thousands of people, hundreds of thousands of people potentially even millions of people.

And in order to do that, I did have to take a break, really look at what was working, what wasn't working and rebrand really relaunched the podcast in a way that it's going to make it so that it's getting in front of the right people also from a, an SEO standpoint. So this is a really good learning lesson for your business. It's something that a lot of people don't talk about. I think a lot of people online talk about how to make money. A lot of people don't talk about how to keep money. A lot of people don't talk about sustainability. A lot of people don't talk about how to actually build a business, like having a strong foundation for a business, not just making money, but a lot of people also don't talk about the failures, right? A lot of people don't talk about wrong, and those are the most important lessons because by me sharing this, I can save other people a lot of time, a lot of stress and a lot of anxiety by you learning from what I am sharing for you in terms of the podcast, it was always originally a solo show, meaning it was just me talking and teaching.

And I love that format. And the reason why I love that format is because I really feel like a lot of the business podcasts are very similar. A lot of the business podcasts that are out there are interviews and they tend to be interviews with the same people. So it's a lot of the same stuff that's being turned around within the podcast industry, at least in our coaching industry. Right? And so I wanted to do something different. And like I said, I wanted it to be more of like an actual training, like an actual something that you could take and apply. So that is still going to be true for the podcast. However, we're also going to be implementing some new things like interviews, live coaching sessions, Roundup, cast meditations, and some other special shows to kind of mix it up and give you guys more of what you desire.

So back to the, this learning lesson here is when you're doing a solo show, you're really the only person who is promoting it, right? It makes sense from a business perspective to do interviews because the interview, he will also share this with their audience. That was, you know, part of why our podcast was not getting in front of more people. And another thing I have noticed, and I interviewed some other people who had some really successful podcasts was the SEO on our podcast. Highly recommend if you have a podcast, if you're thinking about doing a podcast, making sure that the title or the podcast name is SEO friendly to the people that you want to attract. Even though our podcast was named after the company meant for millions, millions, isn't really something that people are Googling, right? Like it's not something that people are actually looking for.

So this is why we made the decision to change the name to the million dollar business podcast, which I absolutely love. And it is very SEO friendly in terms of what my people are looking for, the people who are in my space and the people who are attracted to my brand are wanting to create a million dollar business, really wanting to create millions of dollars in revenue. So this was just the net best move for us, was to rebrand and to change the name of the podcast in terms of the actual branding of the podcast. I hope you guys love that as well. That is really the upper level. Next level version of Jenna faith. I had changed my name, my actual personal name last year, but hadn't really incorporated that too much into my brand. I was still operating under Jen Scalia on my Facebook page, still operating under Jen Scalia.

When I sent out emails, my website is still Jenn scalia.com. And so that was another piece was bringing my personal name, change into the rebrand of the podcast. There was a couple of different things there that happened. And I feel like the most important lesson I, I want you to know is that like, it's okay. It's okay to rebrand. It's okay to change your mind, especially when it's something that is going to benefit not only your business, but it's also going to benefit your listeners. So to me, by making these moves by rebranding the podcast, by bringing all of these new elements in, we're going to get in front of the people that we desire to get in front of, we're going to get in front of hundreds of thousands of people we're going to get in front of millions of people. Now that we have a more clear direction on where we're going and the intention for it, the podcast that's really it that I wanted to share today.

This is kind of just like little mini welcome back episode, but still, I hope that this has maybe helped you a little well, but especially if you're somebody that's maybe wanting to start a podcast or YouTube channel, or maybe you're just wanting to start a whole new brand, right. Or rebrand or relaunch, really just think about being intentional with your names, being intentional with your expectations, being intentional with the vision of what you have for your business or your brand. Also being okay to change that down the line. If that happens, I know a lot of people who want to rebrand or they want to transition their business and they're scared to let go of what they have built so far. But in terms of looking forward in terms of what this is going to do for your business future, it is absolutely okay to make those moves.

If it's in alignment with you, the thing that I want to leave you with today, as always, I want you to have something that you can actually implement in your business. And it is to look at what you have going on in your business. Look at the things that you're putting out there, looking at your branding, looking at the names of your programs, your courses, and the things that you have out there that they actually brand that other people are seeing and looking at, see where it may or may not be out of alignment and be okay with making those changes. It may seem a little bit scary at first, but I promise you in the end with the correct intentions, the right things are going to happen. I just want to thank you so much for tuning in to today's show. Our regular episodes are going to start next week and they air every single time.

Tuesday. Again, they are quick bite, short episodes that you can really take in. Yeah. Absorb and go take action in your business. You are a loyal listener and you are loving the show. You are loving the new direction of the show. I would love for you to leave a positive review for us on iTunes. This will help us reach more entrepreneurs, just like you, who are committed to creating incredible change and transformation in the world. Make sure that you are subscribed to the podcast so that you get the notifications of every new episode and make sure that you come back next week, where I'm going to be sharing the million dollar business mindset. So this is going to be a really important show where I'm going to be sharing what I've learned over the last eight years. And even though some of our previous episode, I've talked about mindset, I've talked about alignment. This episode is going to be even more packed with new things that I've learned from this lesson of relaunch.