

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 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 podcasts for entrepreneurs who want to create wealth and freedom with their business. If you are looking for the mindset and strategy to get seen, known and paid online, you are absolutely in the right place. I am your host, Jennifer, Faith, success and mindset strategist for entrepreneurs who want to start a movement, leave a legacy and build a seven figure business and brand. In today's episode, I'm going to be talking about the things that are required to become visible a F to your ideal clients online on social media. And I can guarantee you that these are probably things you're not thinking of when you think of being visible. So let's go ahead and jump right into this week's episode. So what is actually required to become visible as. And this is not just a flooding people's newsfeeds.

This is not just about doing a live stream every day. This is not even about beating the Facebook algorithm or the Instagram algorithm or warning. Even the newest tick-tock craze. What it really is about is about being magnetic and attractive without apology. It really is more complex than just the way that you show up. What it really is, is how you show up, right? Because if it was the strategy or that you just had to post a certain amount of times a day or certain times of day, then everybody would be rich online. Everybody would be making millions. And unfortunately, that's not the case. I really believe that visibility is a mindset. I believe that visibility is an embodiment more than it is a strategy. I feel like you must be bold and unapologetic and committed to really being visible in order to stand out online, our industry is getting more and more saturated.

And you know, some people look at that as a bad thing, but it is a really good thing. And it also is a really challenging thing because it forces you to level up. It forces you to show up in a way that's different, that sets you apart from everyone else. So let's just talk about like a real world example. I love to embrace my curves as a woman, and I can tell you, men and women alike have told me on more than one occasion, how magnetic it comes across. And it's no different with your online brand and your visibility being seen as attractive is less about having a sexy webinar or funnel. And it's way more about the stance that you operate from. And not many people are really talking about this. So if you have tried posting or making offers and have gotten little or not, so stellar results, you may be missing one of these key linchpins to visibility and influence online.

So I'm going to talk about a few things here that I really feel are pertinent in order to become the most bold, authentic, and visible version of yourself. So, number one is mindset. I've talked about mindset millions of times on this podcast. It really is one of the key linchpins to my success and the success that I see happen with my clients. It's the people that are really doing the internet inner work that are committed to having an unstoppable mindset. Because when you have that, you also have resilience. You also have strength, courage, and bravery to make it out in this online world. I'm not going to lie and say that it's easy. It really is tough out there. And it's getting tougher, you know, for the type of go-getter that you are the ambitious type woman that you are, this shouldn't be a hindrance.

It should be something that really challenges you to go out and do differently. I'm not going to say do more and I'm not going to say do better, but do differently. There's a lot of things that are happening online, just keyboard warriors and people that feel like they can say a lot of things online without backing it up. So there are going to be things that get under your skin. There are going to be things that get in your ear. There are going to be things that trigger you, right, and start messing with your head. If you don't have that solid mindset, you're going to start to believe certain things that just aren't true

mindset has to become something that is a daily practice that keeps you steady. It keeps you on point and it keeps you focused on your goals. This doesn't mean that, you know, everything's going to be perfect in life.

Once you have mastered your mindset, what it means is that you are able to get out of things quicker. You are capable of developing a thick skin and to keep going, despite what's happening around you. The second thing is confidence. So it's so interesting because I just had a conversation around competence with one of my clients, talking about how confidence is really something that is difficult to sell. However, it's something that everyone needs. So it's really just this interesting dynamic between like, knowing that we need confidence, but being willing to put the time and effort and even monetary effort into creating that confidence. But the bottom line is people buy confidence, period, the end. So if you're fearful, doubtful, or unsure of yourself, no matter what you do to mask it, people are going to sense it. You must have an unfuckwithable confidence and presence in what you do, how you do it, and the way in which you show up.

If you don't believe me, just look at the way the people you most admire show up. They are strong, they are bold. They are powerful. They're unapologetic. They have this just incredible confidence that seeps into everything that they do. And it just makes you want to be around them. It attracts you to what they're doing, to what they're saying and to how they're doing it. The third thing is belief. So not only belief in yourself, we've got to have that, right? We've got to have belief in what we're doing, the delivery of our products, the value of our services, and the fact that we can actually get people results, right? Because if we really have this belief, if we have an unwavering belief in all of those things, it's going to translate. The sales are just going to happen. That in conjunction with the confidence that you have and how you're putting yourself out there with that belief, it's going to be ingrained.

People will know just like people know when you lack the confidence you're fearful or doubtful. People are also going to know when you don't really believe in what you're doing. When you don't really stand behind what you're saying, people just aren't going to buy from you, right? Let alone pay attention to you. So this is something that, you know, if you don't have it, it's definitely something that you can get. If you are still working on your confidence and your belief, and you're unsure about your services, then you just have to do more of it, right? You have to go out there and you have to continue to coach people and educate yourself and do whatever you need to do to create that unwavering belief in yourself and in your products and your services, because that is more than half the battle. Just think about when people sell other people's products.

So if we think about network marketing or MLMs, people are selling products that people that do good selling those products are the people who believe in the products. You know, they're not just people who are trying to make a quick buck, but they're people who actually are either using the products or have experienced whatever thing that they're selling. And they have this belief in the product so much that they're going out there and they are selling the crap out of it, right? So belief in yourself and the delivery of your products and services and belief that you can actually get people results. That's going to be more than half the battle in creating sales in your business. The next thing is attraction and magnetism. So bottom line, it's an energy thing. Your aura, your vibe, the way you show up this, all determines who you will attract and who shows up for you when you were excited, purposeful, committed, and dedicated to your work.

People will sense and feel that on a really, really deep level. I'm so sorry to break this news to you, but this is something that you can not fake. So if you find yourself attracting the wrong clients, tire kickers, or people who just won't pay for your services or respect your time, take a look in the mirror because a point of attraction always comes from you. First, next is faith. So this is my namesake. And it's also really tough one, right? This is something that comes from deep inside that we must really harness, leverage

and hold onto. Even when it appears that things aren't working out for us, this means, you know, like, you know, like, you know that what you're doing is on purpose and intentional, and it will work no matter what it takes or how long it takes. Faith means staying the course, even when things get Rocky or weird, this is where I see a lot of people fall back.

This is where I see a lot of people stop in their tracks because soon as it appears that something's not as easy as they thought it would be, or the outcome isn't going to be what they want. They begin to lose faith and all of the cards start to fall. Right? All of the cookies start to crumble. The belief goes down, the confidence goes down. So we really got to hold true to what we believe and really essentially do whatever it takes to get there. And then finally is your habits, your consistency and your discipline. This is something that I get a lot of compliments on. People are always commenting on how consistent I am, how disciplined I am. So many people just naturally aren't like that. Right? And you may be someone who's not like that. Or maybe that you are not excited about what you're doing.

So there, you can't create any consistency cause you're not excited about it, right? So some people will try things for a while, try a new marketing method, try a specific niche, working with certain types of people. And then it just goes away, right? Because they're not getting the results that they want. So they move on to something else, instead of thing, discipline and focus, they're onto the next thing. So there's never any mastery there, right? Being consistent, being disciplined with your daily habits, whether that is posting something every day, doing a live stream once a week, sending out a newsletter a couple of times a week, whatever that is for you. You've got to do that with conviction as well. Staying top of mind to your prospects requires consistency and consistency requires that you put in daily habits and discipline in place. Not only to create the amazing content, but also to share it and sell daily habits.

Consistency. Discipline is really the crux of making sure that a business works no matter what business it is, right. We can't just take days off here and there and not have something in place to make that happen. Despite us being off or despite us taking a little bit of time, all for going on vacation, we still have to ingrain that consistency in our daily habits. So these are all things that are going to drive you, right? Like this is you having the ability to keep going when it appears like nothing is working. And this is what really separates the rock stars from the people who keep spinning their wheels. All of the things that you're told to do when it comes to visibility, Facebook lives, Instagram stories, real stick talks, YouTube videos, guest posts, tele-summits podcasts, interviews, all of that stuff. Those are all tools.

They're all ways for you to get in front of people, but to really have the mindset, to really have the embodiment of being visible as. We need to have the things that I just talked about in today's episode, real visibility will always, always start from within. So that's it for today's show, please take this and apply it to your business because no matter what physical things you're doing in your business to be visible, if you don't have these key linchpins, it's not going to work and it's not going to work to the degree that it can. So really have to have these characteristics, these traits, these habits, these disciplines, and these ways about us, that just amplify our visibility. As always, you can head on over to the show notes where I have a transcript of today's episode, where I outline all five of these things.

If you want to take it, print it out, keep it with you so that you are consistently reminded of what needs to happen internally in order to make that external visibility. Boom. So you can reach that@jenscalia.com forward slash E one 20. That is a letter E the number one to zero. And if you're loving the podcast, make sure that you're subscribed so that you don't miss an episode and also leave us a positive review on iTunes. If you haven't already, this really just helps us get in front of more amazing entrepreneurs, just like you, who are committed to creating incredible change and transformation in the world. Right now, cashflow queen is open in cashflow queen. We dive into and master all the things that are required to not only be visible, to not only master our mindset, but also to create cashflow in your online business. So you can also reach that link at the show notes. Jen scalia.com forward slash E one 20.

And 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.