

There's a whole world out there of people that need you to serve, 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 focused, fierce and financially free. Here's your host Jen Scalia. Welcome to another episode of Focus, fierce and financially prayed your weekly dose of inspiration and real talk. I was just chatting with someone yesterday and explaining my mission for this podcast to give you valuable information that you can implement right away. Not only that, but I'm ready to debunk all the myths about Entrepreneurship and coaching that are out there. I'm coming to you live 100% real. Why you should listen to me because I've been there, good, bad, ugly, and amazingly glorious.

I'm honest and transparent about my struggles as well as my successes. It's all part of the game. So today I want to talk to you about clients. It's what we're all after, right? Where are they? Why aren't you getting any? And why aren't people knocking down your door to work with you? The truth is something is missing. All of the pieces are not there and until they are, you will continue to struggle with getting clients. So I'm totally ready to just dive right into today's show. Let's get started. If you're struggling to get clients, if you're wondering where they are, how to get in front of them, how to book yourself out, I'm going to be sharing the five reasons why you're not getting clients right now today. So number one is a lack of clarity, wanting to help everyone and do everything will result in sporadic and likely clients who just aren't ideal.

You must be absolutely clear on who you help and how you helped them. You must also be really clear on exactly what you do. Now, I'm not talking about being super niche down, although that does help, but you have to be able to express to others what you do in a clear and concise manner that is understandable to them. Many people think that they know what they do, but it ends up coming out all jumble. Then you kinda end up confusing people. It doesn't necessarily have to be just one thing, but find a way to marry all the things you do together so it makes sense for your ideal client. Likewise, you will have to know who your ideal client is so that you can speak directly to them on your website, in your copy, in your sales, in your messaging, on your Facebook posts.

The thing that I see the most is people just trying to be too broad and too general and it just doesn't work, right? Because people will see your posts or they'll see something that you put out there and they just aren't gonna resonate with you. They're just aren't gonna feel like you are the expert that can help them at doing what they want most. Right? So being really, really clear, being able to express the value that people will get when they work with you is going to be the number one sticking point. Clarity is one of those things that is really overlooked, but I personally, after six years in this business feel like it is the number one thing. Because if you have clarity on all the things that I mentioned, you're going to crush it. You're totally going to cross. Yet people are going to know exactly what you do, exactly how you can help them and they're going to hand over their hard earned money.

So focus on clarity first. Once you're super, super clear, then you can move on to messaging and copy and building your funnels and doing all that stuff. You see a lot of people just end up wanting to do all the backend stuff and the building stuff before they get clarity. So clarity is number one. The second thing is lack of competence. Now that you're super clear on who you can help and how are you able to confidently express that? Do you know that a doubt that you can help people and can get results? Most people seem to doubt themselves at this point. It's crazy and it really is a shame. I mean, I even see people that come into my coaching programs and I look at them and I'm just like, wow, they're really doing something amazing. They can really get transformative results. I can tell that they're passionate.

I can tell that they care, but they doubt themselves. So that creates this dynamic between their audience where they're not getting clients because their audience doesn't see them as the expert. Their doubt overcome some so much that they're not confidently expressing themselves. Their website copy sounds amazing. Their packages are coming together, but when it comes to making the sale, they aren't confident that they can deliver. And when you lack confidence and have doubt, it will absolutely show, even if you're doing your best to fake it and put yourself out there, not only the external and what people can see, but it's the energy. We talked about this in one of the previous episodes with the six laws of attraction on how people just know. People just feel it, especially in our industry and especially, you know, just the way that we're all connecting and being really like intuitive and heart centered.

People feel it. The desperation will show and your potential clients will not hire you if you can't stand behind your work, what you do and how you can help people. That's why it's so important to really brace how you can help your clients and also how you're different when you go out into the world. Go confidently, go boldly. When you do this, the right people will be attracted to you and I know you might be thinking, but Jen, I'm an introvert or I'm not confident, or I just haven't gotten results from my clients. You know, there's just always certain ways around that I'm an introvert. Lots of people don't believe me because I have been able to kind of put that on the back burner so that I can really shine in my business and create something that's bigger than myself. Right? So that's not an excuse.

Lack of confidence does not equal someone being shy or being an introvert. Right? The other thing too is if you can't get results for your clients or if you're not sure if you have results or maybe you don't have those success stories yet, go out there and get them. One of the things that I see so many new people doing is they doubt themselves. They don't have clients, they're calendar's empty, but they're unwilling to do the work to fill the calendar, to get the results, to feel more confident, right? So the way that you're going to feel confident about anything is just to go out there and do it. The more you do it, the easier it gets. So I highly recommend if your coaching calendar is not full with ideal clients to be doing some mini coaching sessions, maybe some pro bono work or really discounted sessions so that you can get the experience and with that experience, you're going to get confidence with that confidence.

You're going to get results for your clients that you can then use as evidence that you can get results for people and that you are really good at what you do. Number three is a lack of visibility and or relationships kind of go hand in hand here so you can have the best product in the world and be the best at what you do. Have a sparkly, beautiful website and Keller copy, but if no one knows about you, none of that matters. You have to be comfortable putting yourself out there and promoting what you do. You have to be comfortable. Yeah, connecting with people and building relationships. As an introvert, I know this fear all too low, but when I decided that I was going to make this business work, I had to put my fears and worries aside and basically just get over myself, get over my own shit.

Right? Because I realized how much it was ego playing into this and not purpose. I remember how scary it was when I realized that I had to plaster my face all over my website so that people would get a sense of who I am and videos, forget about it. Five years ago, four years ago, maybe even three years ago, you couldn't catch me dead on a video, not even on a zoom face to face. It just really hindered the growth of my business in the beginning, but once I realized that like this is a big deal, people need to connect with me. People need to see me. People need to hear me. People need to see my face. They need to understand and get a feel for who I am. They need to buy with my energy. I knew that if I wanted to be successful, there were things that I had to do that maybe I didn't want to do right.

It's part of the game and if this was easy, then everyone would be doing it. Everyone would have a calendar full of clients. Everyone would be making millions of dollars, but it's not. So we have to commit to doing the things that maybe feel uncomfortable now and getting confident in showing up and being visible and letting people know what we do. Another important aspect of this is having a tribe to support you online. Businesses can be scary and lonely at times. Actually all the time. Having a core group of people to support you in everything you do online can make or break you. I remember when I first started in the coaching industry, I didn't really know anyone. I was like, I mentioned introverted. I kind of just kept to myself and I was like, yes, I'm going to be this soho per or I'm going to be doing this all by myself.

And yeah, it was really hard because my friends didn't understand, my family didn't understand and I was fortunate enough to, I ended up working with a coach who had this like little mini mastermind with all of her coaching clients, so it was all high level coaching clients that were in the group and it was a very small group. I think it was maybe like 13 or 14 of us, but we supported each other beyond anything that I ever experienced in my quote unquote real life and has really helped me to solidify my confidence to solidify what I did. To have that unwavering support. If you are someone who is kind of hiding or thinking that you can do it all yourself and you're not really getting the support, go out there and make that a priority to have that support because you are definitely going to meet it and it will change how you show up in your business.

Number four is you have no sales process or funnel. Most people don't have a strategy when it comes to selling their products or services. It's going to be awfully hard to get someone into a \$3,000 or \$5,000 coaching package if they're not investing in you in some way, shape, or form. It still amazes me when I come to people who do not have an optin. They do not keep in touch with their lists through the way of their newsletters or blogs or videos. People need to know you before they buy from you. You have to show them value. You do this through your free content. You do this by showing up, really playing off of number three, which was visibility, right? But actually creating content that positions you as an expert and then basically walking them through this customer journey that is going to eventually lead in a sale.

You need to add value to their lives or their businesses and you're not gonna succeed in that by simply having a package on your website who's going to your website anyway. If you don't get traffic to that website, it doesn't matter what's on your website. Right? So the idea here is to make your free content so great that working with you longterm is a no brainer. This is definitely been one of the sticking points in my business and I've been able to sell over two and a half million dollars worth of courses, products and services based on my content, my free content, my newsletters, my videos, my Facebook posts, my Instagram posts, my opt-ins, my challenges, all free content that then took people on this journey to want to continue to work with me. So make sure that if you don't have any process and you just have your packages slapped up on your website and are hoping and praying and crossing your fingers that somebody is going to come there and buy, it's not going to happen.

Make sure that you have a strategy in place when it comes to your content and then taking people from that free content to a sales process that will eventually lead with them, either buying something from you or getting on a phone call so that you can close them on a higher ticket package. Number five, we have talked about this and a lot of the previous episodes, but number five is definitely alignment. The reason why you may not be getting clients is because you're just not aligned with the people that you are either wanting to attract or what you do because of all of the other things that are in place and you're still not getting the clients you desire. It's because something is off. You're out of alignment either

in what you do, how you do it or who you do it for. This could also spill into like your marketing methods or how you're showing up or your copy or your tagline or the names of your programs.

So I want you to check in with yourself. This is one of the things that made a huge difference for me and my business. I was trying so hard to do something that just didn't feel right, something I thought I was supposed to be doing and it just didn't work. I didn't enjoy blogging about my topic. I didn't want people in my personal life knowing what I did. I didn't want to post anything on my personal Facebook wall. I was so misaligned with my business that was clear and obvious and no wonder why I made literally \$0 million in that first year of my business. I came across as desperate and people felt that energy. That's why I didn't get the amount of clients that I wanted and when I did get clients, it wasn't fun. The first year I actually made money in my business, which was actually technically the second year of my business was a \$35,000 a year.

So I was kind of bringing in clients, but I wasn't bringing the right people. It wasn't fun. The clients were draining and I was just no longer enjoying what I was doing. Once I got into alignment and once I really connected with the work that I was supposed to be doing and my purpose, that's when and how I went from making that \$35,000 that one year do the following year, doing over \$535,000 the alignment was definitely the number one thing, clarity and all the other things that I mentioned all helped with that. Okay, so if this sounds like you, I would highly recommend that you take a step back and work with someone's help. You put all the pieces together. I would not have been able to realize on my own that I was doing this. Like I was literally on a hamster wheel and it wasn't until I hired my first coach that she was able to see.

Right. Somebody seeing from the outside that something's off here. You're misaligned, you're not enjoying your work. How can we get you to that place where you're in full alignment? So that is it for the five things or the five reasons why you're not getting clients. Number one, a lack of clarity. Number two, lack of confidence. Number three, no visibility or relationships. Number four, no sales process or funnel or customer journey to take people from your free content to buying something from you. And then finally, alignment. I really hope that you enjoyed this episode. I really hope that this helps you get clear and maybe give you a reason why you haven't been able to make what you want to happen in your business. So that's it. I really hope that you got a lot out of this and that you are ready to go out there and kick some major, Major.

But when it comes to going out and getting clients and making bank AME your online business, so make sure that you hop on over to the website@jennscaliam.com forward slash e 15 that is the letter B and the number 15 and check out show notes for today's episode. Also be sure that you come back for the next episode where I'm going to be sharing the fixed business moves to skyrocket your success. These are the exact things that I did in my business to go from making \$35,000 my first year to making over \$500,000 the second year, and then just continuing to increase and uplevel my income and my impact in this online world. So you definitely don't want to miss that episode. I see you guys next week.

Let's keep this conversation going to join us in the private discussion group, the ambitious baby. 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 Jennscaliam.com/tribe.