

If you're a coach or online entrepreneur that wants to scale to seven figures in the next one to two years, you are not going to want to miss today's episode. I'm going to be sharing the three steps, the three things that you absolutely need to scale to millions per year in your business. 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 happen no matter what this is meant for millions.

Here's your host Jenna face. Welcome to men, familial the podcast for online entrepreneurs who want to create wealth and freedom with their business. So you're in the right place. If you're looking for the mindset and strategy to get seen, known and paid online, I'm your host, Jennifer success and mindset strategies for entrepreneurs who want to start a movement, leave a legacy and know that they're meant for millions. I think you're really going to love this episode today. I'm diving deep into this three things. You absolutely need to scale your business to seven figures. We are talking about the inner work, the outer work, the logistics and the actual energetics of what's required to build a million dollar brand. So without further ado, let's go ahead and dive right in to today's episode.

These three things that I'm going to be talking about today are the crux of really ensuring that you're able to build a business that is sustainable long lasting. That really creates a lifestyle for you. And also just creates that income that you desire. And it's a lot easier than you think. We actually tend to think that the bigger numbers, you know, hitting a million hitting multi-millions is going to be harder, but actually it's easier. Once you really understand the logistics, once you also really understand what's actually important. And what I see happen with most entrepreneurs that are getting stuck is they're focusing on the things that aren't that important. So they're spending a lot of time, energy and money on things that aren't actually bringing their business forward, instead of just finding those things, understanding what they are mastering them, and then scaling that up.

So I want to talk a little bit about the word scale, because I'm going to use it a lot in this episode. And I think that it's often misused. So scaling isn't just about making more money. And I think that a lot of times people talk about scaling as if, Oh, I'm making more money and more money and more money scaling is finding something that works and leveraging it to the max. So it's not about having more programs. It's not about being on more platforms. It's not about doing more marketing. It is about understanding what works and then scaling that thing up. That's how you're going to be successful. That's how you're going to create a seven figure business that also doesn't create burnout for you. Because I also have seen a lot of coaches who create million dollar businesses, but within a year or two, they're burnt out. So we want to make sure that you're not doing that and really make that you're creating something that's sustainable and long lasting. So where that starts. And the first thing that I want to dive into is really building that business from the inside out. So if you have been listening to this podcast for any amount of time, you hear me talk about mindset a lot. You hear me talk about identity and really it's these things that are going to take you to that next level of thinking

Come and impact. It's really understanding who you are, having the confidence expected,

The best expecting that things are always going to work out for you.

Having clarity. Clarity is going to be one of those things that will keep you stuck. And if you

Master one thing, you'll be able to get clarity around that when you're doing a lot of different things, a lot of different marketing, a lot of different offers, a lot of different promotions, trying something new every single month. That's where you lack the clarity, because each time it's like you have to learn something new each time you have to figure things out and then get clear around that. Whereas if you have one thing that, you know, absolutely works, you can gain rapid confidence around that thing. You

have clarity, you know, exactly what's happening, you know exactly what's going on, you know exactly what works and doesn't work. And having that clarity in your business is really, I think one of the most important things to have, it really is one of those things that's intangible. It's one of those things. That's like, Oh, I can't really sell clarity, right?

But when you have it, it's magical. So these are what I call the three CS. It's your confidence, your clarity, but also your certainty. So your certainty in your offers, your certainty in what you're putting out into the world, your certainty and who you are and how you're showing up for your business, for your clients, your certainty, and the results that you get for people. And also your certainty in the expectation that you will be a millionaire that you will have a business that brings in millions, the three CS, building your business from the inside out, really nailing your mindset, really understanding the identity of someone who is

And figure earner. So there's this quote. It really, really,

It hits. And the quote was, if you don't have the business that you want, then you haven't become the person

Who can run it yet. And that is a

Million percent true. And this has to do with the identity, right? So if you're someone who, you know, is just in like an employee mindset or a forefinger mindset, or even a five figure mindset or a six figure mindset, right? Cause there's different.

And there's different things that we have to go through mentally, emotionally,

Emily, growth-wise evolutionary to get to those

Different levels. Now, some people can

Jump from one level to the next, but most people have to go through this process of continually upleveling their mindset, upleveling their income, and then upleveling everything else around them. So the three seeds are confidence, clarity, and certainty. You need all three of those at a 10. So I tell my clients all the time there's instances where you can get away with having things in your business, be a seven, eight or nine. But when it comes to how you show up, when it comes to products you are selling, when it comes to the things that you're putting out into the world, the only thing that will suffice is a 10. So if your confidence is not at a 10, if your clarity is not at a 10, if your certainty is at a 10, it's going to be very difficult for you to scale up to millions or multi-millions of dollars in your business. These things are going to be the core of what you're creating. And the identity piece is really about also stepping into that version of yourself who is ready for the millions, who is ready to have hundreds of clients, thousands of clients, being able to support and hold space for those amount of people to come into your business. Right? So if you're not ready

For that, then likelihood

That it's going to happen is pretty slim. So anything that you desire, anything that you want really ask yourself, like, am I being that person who is capable to receive this who is capable to host a membership that has thousands of people who is capable of having millions of dollars in the bank. If we really want to explore these things and the identity attached to what you're currently doing, who you're currently being,

And then that, which you desire to be. So that's the first thing it is about building the business from the inside out, super simple.

I don't know anybody who is super successful, who is making millions of dollars, who does not have these things dialed in, who does not have these things mastered. So competence, clarity, certainty, and then stepping into the identity

Of the person that you desire to be, whether that's multi six figures, high six figures, whether that is Millions, multimillions, whatever that number is for you. You've got to step into that person and remind yourself daily. Who am I being today? How am I showing up today? So the second thing that I want to talk about is your question

To fame. So visibility for me, yeah.

Is not just about being seen. Lots of people are being seen. Lots of people have, you know, the platforms and the free ways to get in front of you. But for me, visibility is about being known. It is about people knowing you for one specific thing or a big specific thing that they automatically connect you to that thing. So I'm somebody who is multi-passionate. So those of you who are listening that are multi-passionate, and I don't want you to feel like, Oh my God, I have to pick one thing. Not necessarily what it really means is like, what is the thing that you want to

Lead with? What is the thing that you want people, you know,

When they hear your name, what do you want to be synonymous with your name? What do you want to be known for? Who are you really? What are you claiming in this online

Space? No one is going to get this to you. No one is going to

Come down and you're not going to have this, you know, business fairy come down from the heavens and say, okay, it's your turn now to be known. It is your turn. Now to claim your space, you have to decide that you have to decide how you want to show up how you want to be seen, how you want to be known what your legacy is, the legacy, both that you're living. So how you're living on your day to day, and also the legacy that you intend to live,

Leave. So really being understanding

Of these concepts. And it goes a little bit into the identity piece, but then taking that and creating your visibility around that, creating this persona, personal brands, company, whatever realm that you are

Around that, right? So this goes into, okay, from the visibility, how am I getting people to know about me? How am I getting people to come in

To my world? So one of the biggest things that I see with the majority of the people that come to me is not that they're not good at what they do. It's not that they're not a hundred percent clear, but it really is that not enough people know about them yet. So we have this opportunity to decide like, how do we want people to view us? And also how do we get those people? So I'm talking traffic, right? So free or paid traffic. How do we get in front of more people and more people and more people, whether that's our time,

The content, whether that is our paid programs,

Paid advertising, really understanding to be visible on just social

Media right now is not enough. It is absolutely

Not enough. You have a couple of people out there who are really crushing it on social media, but I will be honest and straight up with you that that is not the norm. The majority of people can't just go out there and

Build a business online that

Is based solely on their personal brand and based solely on social media. So we've got to have these other things in place, right? We've got to make sure that we are bringing new people into our business, that people are learning about us and our business every single day. So what that means is consistency, consistency in your content,

Your free content, putting those

Offers out there, being clear on those.

So what I was saying earlier, you do not need to do more. So if you're saying

Someone who is coming up with a new program every month and launching a new program every month, I'm not judging because that is something that, you know, I do as a creative and I have done. But what I

Found is that taking the programs

That do really well and scaling them up is what allow me to make more money and have less stress and work less

Hours. So really understanding

How do I want to be seen? What is the offer is that I want to put out there, what are my signature offers? How do I scale those things up instead of always reinventing the wheel, instead of always

Coming and putting something new out, because that also

Kind of gets confusing for your audience, Hey, I thought you were doing this. Now you're doing that. Now you're doing that really streamlining how you show up the offers that you put out and the way that you're being visible, the way that you're being known. So that is the second thing. And really just getting clarity on that. It is your claim to fame. Like I call it, it's like, what is that thing? That's going to put you on the map? What is that thing that is going to be so undeniably you and your brand, that as soon as people see it, as soon as they scroll, they

Know it's you, so what is that

For you? How are you going to show up in that way? And then from the support piece, how are you going to get that in front of other people through your free or paid traffic? The third thing that I want to talk about is

Calibrate to elevate. And

This is a concept that I knew little of when I first began my business, I really was like, yes, I'm an entrepreneur. I'm a solo Panera. I'm a bootstrapper, I'm going to do this all myself. I was an introvert. I wanted to be at home on my computer all the time anyway. And I thought that this was the life for, but to be honest, it wasn't until I got the support around my business,

Around what I was doing, that I was really able to soar it. Right.

It really is so important for you as an entrepreneur, to be surrounded and supported in multiple different ways. So the first way, there's actually three types of support that I feel like everyone needs. So the first type of support is going to be

Your team. So

Who is supporting you within your business, your assistants, your VA's do you have contractors who is actually supporting you so that you're not doing every little thing in your business? The second type of support is a mentor or a coach consultant. Someone that's actually taking a look at your business from the outside in the most common thing that I hear from entrepreneurs. When I first begin conversations is like, I can do this for my client. Why can't I do it for myself? And the reason why is because you're too close to it, I had this message from one of my coaches that said, you can't see the message from inside the bottle. And it is so absolutely true that when you're too close to something, when you have these things going on, it's very hard to see for yourself. You're too attached to it. So having a coach,

A consultant, a

Mentor, somebody that can look at your business and give you that objective feedback is so crucial, right? This also kind of dives into like your integrity, right? If you're a business coach or you're any kind of coach, but you don't see the value in investing, it's going to be difficult for other people to want to invest in you as well. I call that investment integrity and alignment, right? So it's like, if you don't value coaching, you don't value mentorship. You don't value. You know, having somebody there to look at your business or look at your life, why would somebody else, or why would you even attract people who would as well, everything that's happening in our business, every person that shows up every client or potential client that we get on the phone is a mirror for us. It's a lesson for us. It's something that we can take. If you're consistently getting people

Who are saying no, who are hesitating, who are reaching out, but not pulling the trigger who are ghosting. You really want to look at what's going on with me. Like, am I doing that in any area of my life? Am I doing that in my business as well? And chances are, you're going to find some congruence there with the people that you're bringing in and the things that are happening in your business to what you're doing in your own business.

So integrity is top notch. And then the third type of stuff,

I believe that we all need is our peer support. So many entrepreneurs aren't missing this. The really lucky ones have found their people have found their tribe. And essentially this is, it could be just one person. It could be two people. It could be four people, but having a group of other entrepreneurs, other coaches, other people who are going for the

Same thing as you, and being able to

Vent, being able to talk, be able to be supported by these people is so, so crucial. This is really something that, again, I was missing in the very beginning, I didn't realize how important it was. And my really blew up when I was supported and surrounded by people who were also wanting to make six figures, multiple six figures and seven figures. It really gave me that opportunity to be challenged. It gave me the support that I needed. And so if you don't have this, you're going to find yourself struggling. Especially if you want to bring work things to your spouse, or talk about your business with your best friend from high school, like it's just not going to hit. They're not going to understand you in the way that your peers would. So three types of support so that you can calibrate to elevate to your next level in business is your team support your coach or mentor, and then your peer support, whether that is a mini peer mastermind or just your business BFF, all that to say is that you want to show up and show the way.

And that's what we're doing as coaches. That's what we're doing as transformational leaders is we go first, our people follow. So we have to go first, right? If we don't make the moves, if we don't go first, if we don't set the boundaries, if we don't do the things, it's going to be difficult for other people to want to calibrate to us, right? So it's like a domino effect, right? Like we want to calibrate to people that are higher than us that are doing better things than us that are making more money than us that are able to challenge us. And then other people are going to want to calibrate to your level so that they can elevate, right? So it's about leading from the front. It's about showing up and being the mirror for those other people as well. So those are the top three things that I feel like are really needed and not so much talked about in the online space, in terms of really scaling to that million dollars.

The first one is building your business from the inside, out with the three CS, your confidence, your clarity, your certainty, and really stepping into the identity of that millionaire. Really stepping into the identity of the woman who brings in that much money and support that many clients. The second thing is, what's your claim to fame? What is the thing that you're being known for? What is the legacy that you want to leave? What is the life that you're living and then creating visibility and creating excitement

around your offers with that in mind, right? And being in congruent with that. So your claim to fame is number two. And number three is calibrate to elevate, getting the support that you need, being surrounded by the people that are going to uplift you and create something amazing in your world and that other people are going to want to do that as well.

That's it for today's episode. I want to thank you so much for tuning in. If you love this episode and you want to go deeper, you want to go further into these concepts. I invite you to the three day million-dollar business bootcamp that I'm hosting January 26th to the 28th, where we are going to take these concepts and just really dive into what's going on for you and your unique business, and how to shift quickly into your next income and influence level. You can just head on over to the show notes@jenscalia.com forward slash E 87. That is the letter E the number 87. And there you'll find the direct link to join us for the bootcamp that starting next week. Also, if you are loving the show, make sure that you subscribe so that you don't miss an episode. We have some really incredible shows lined up for 2021, and don't forget to leave us a positive review on iTunes. This will help us reach more amazing entrepreneurs, just like you, who are committed to creating incredible change and transformation in the world.

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