

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 it, 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. Hello everyone and welcome to the show. This show is all about how to get the mindset and strategy to build your online empire, to grow your business, to increase your bank accounts and I am so excited that you're here with me. I know that there are so many different things that you can choose to do with your time and I thank you for being here. I'm your host Chad Scalia and I am a visibility mindset strategist and I promise that you're going to get the goods in this short episode today.

Don't forget a new episode is released every Tuesday, so make sure that you tune in so you that you don't miss a thing. This is going to be good. This is going to be juicy. So in today's episode I'm going to be sharing with you how to get all of the clients that you want. I know that most people think that this is a strategy thing or a logistics thing or a tell me step by step what to do thing. And to be honest, we're going to scratch all that today. We're not going to be talking about webinars or challenges or discovery calls or had a close clients. What we're going to be talking about today is getting into the right mindset and the energetics and who you actually have to be and how you have to show up to naturally attract and get all of the clients you want.

Today I want to be talking about that and why you may not be getting the amount of clients you want and or why a launch may not have turned out how you expected. So depending on your business model or depending on what's going on in your business, this can apply either to getting actual like one on one clients, mastermind clients filling a group program, launching something. All of that is relevant and all of this will apply aside from the logistical, tactical and strategy stuff, which is definitely important when you're trying to get clients. And definitely important when you're doing a launch, we have to have those strategies in place, but there is a belief in a mindset that also needs to be present in order for us to achieve those goals, to have what we want, whether we look at it from a money perspective, a client or a customer number perspective, we really have to have this belief in faith that we can actually have what we want in order to get what we want and or more.

There's also some hidden subconscious ideas and thoughts that we have that are just kind of there that we either may or may not even realize that we have that could be blocking us from achieving those goals, from hitting those numbers, from getting those clients. So even if the strategy is perfect, even if we feel like everything is great, we're going to be diving into what are some of those hidden and those hidden things that are happening on the inside and going on in our belief system and our mindsets that could keep us stuck. So we're not actually diving into strategy today because we are the mindset maven. So we are focusing on the mindset point of view of why you may not be getting the clients you want, how to get the clients you want, and what are some of the things that are kind of creeping in there.

This sneaky little things that are keeping us stuck. Really the first thing that I believe needs to happen is we need to have complete clarity like you've caught to know what you want. You've got to know like pretty much in detail. So this may go a little bit against what we talked about before about being a little bit more broad and more general. But I need you to have complete clarity on the types of clients you want, the customers that you want, the number of people that you want. The point here is not to get fixated on a specific number, but just to know that you know, this is what I desire most. This is, you know what I know I can have, this is what I expect to have. One of the things I do with my clients a lot is to have a range with their goals.

So the goal may be, you know, a good, better, best. You may have heard at set a couple of different ways, but essentially let's say you want, you know, five new clients so you could have a good being, maybe three new clients better if five new clients best would be like eight new clients. You know, if you're doing a launch, maybe it's 20 people, 50 people, 75 people, something like that. So I like to have a range there just because I think it alleviates some of the pressure to achieve a certain number. But all in all, we have that end in mind. We know that we want to serve a certain amount of people, we know that, but this allows us to kind of let go of the desperation of that one number. Having complete clarity not only on the number that you desire and the number that you expect, but also in the types of people that you want to call into the types of clients you want to call.

And a lot of people still get mixed up about this or they're not really really clear on this. And so you know, we allow ourselves to enroll certain clients or certain customers that maybe aren't a great fit. And then that's where some of the sneaky stuff comes in that we're going to be talking about in a second. So clarity is number one, we have to have complete clarity on the number of clients that we want and the types of clients that we want. Now alongside that is do we actually believe, do we actually believe that we can reach that number of people? Do we actually believe that we can enroll that number of people? Do we actually believe that that number of people is out there waiting to buy something from us, right? Not only, you know, having that expectation and a clarity around that number, but also the belief that we can actually achieve it.

So this is where most people get stuck. We want a number, we come up with a number in our head, we desire a certain amount of either money or clients or however, you know, you articulate that for yourself, whether it's, you know, the amount of money or the amount of clients we had, but then we don't actually believe that we can get it and that's where the ball starts rolling downwards, right? Because if we don't actually believe that we can have it, then we're always going to be stuck from the get go. We're going to be stuck in the beginning. So we've got to have this belief that they are out there, but they want our help that we can actually help them and that there are plenty of them. That is another thing that you know, comes up a lot too, is are there other beliefs around getting clients right?

Like it's hard to get clients if they are out there, they're not spending money, they won't pay these prices, they're hiring other coaches. There's not enough clients to go around. My circle is really small, like whatever those beliefs that you have, that's what's going to perpetuate. That's what's going to show up in your life. So what I want you to do in today's lesson is to actually have an awareness around these beliefs, whether they're hidden or whether you're very much aware of them. What are some of the beliefs that you actually have around getting clients and around, you know, those clients being able to pay you and even around you being able to help them. So you know the belief also around you being the best, right? Like you knowing that once that person pays you enrolled in your program or enrolls as a client that you are going to be able to change their life, right?

That they're actually going to get a return on their investment, that they are actually going to be completely changed and transformed by working with you. So belief goes both ways, right? First belief that they're actually out there and second belief that you can actually help them. So the third thing I'm going to talk about is mom, stop face. We've got to have nonstop faith from beginning all the way through the end. I know what it feels like when you're in a launch or when you're coming up to the end of the month or you know the carts about the clothes and the numbers aren't looking the way that you want. That's typically where we fall off. That's typically where we start to lose faith. That's typically where our energy dips. Our excitement goes away because we start looking at, well, I'm not actually

where I'm supposed to be, or I'm not actually where I want to be, or I want to 10 people and cart closes in three days and I only have two people, right?

So we start focusing on what we don't have and that perpetuates even more of that. So nonstop faith is really something that we have to have all the way through, all the way through. No matter what happens, no matter how much it looks like we're not going to hit our goal, no matter how much it looks like we're so far away from achieving what we want to achieve, we've got to have that nonstop faith because as soon as it dips, as soon as the energy goes, then people feel that it's all about energy. So people will start to feel that. And then it's basically like a self fulfilling prophecy. You're just going to get more of that. You're going to get more of people not signing up because they're not going to want to sign up. They're not going to want to be around you.

They're not going to feel the energy. So we've gotta have that nonstop commitment and faith and also high energy and excitement all the way through. So a good friend of mine said something to me many, many years ago and it's just always stuck with me. So I always want to share it with people, whether you are getting a certain number of new one on one clients, whether you have a launch, whether you're filling a mastermind or whatever it is. She said to me, don't quit until the cart closes. And I want you to remember that. And I want that to be ingrained in you. Do not quit until the cart closes. People will wait always until the last minute. It is just a proven fact. It's just human nature. People will always wait until the last minute. I can't tell you how many times I've lost a program and people are buying at 1159 when the cart closes at 12 or where people are even buying.

You know, way after I stopped promoting like this actually happened with, you know, one of the other programs that I just launched, people were still buying four or five, six days later. Don't quit until the cart closes. So keep that high energy, keep that excitement all the way through because that's what's going to attract the right people. That's what's going to drive the people to say yes to you because they know how much you believe in what you're doing and how much you can help them. So keep the faith, keep the energy and the excitement. Now, what I want to do is I want to go into what are some of the hidden agenda that could actually be stopping you from having what you want. Okay, so what I think about when it comes to this is let's say you are doing a launch and you want a hundred people on your launch and it's just you.

It's this little old you. You know you want this number so badly. You believe that you can have this number. You believe that you can, you know, really help these people, but there's a part of you that maybe thinks, wow, that's a lot of people. I don't know if I can support that many people and what if they all want something from me? What if they're tagging me all day long in the Facebook group? What if I can't help that many people at one time? What if I get overwhelmed? That's what I want you to think about as well. Whether it's for a larger, whether it's for getting clients. What are some of those hidden or subconscious beliefs that you have around actually achieving that goal? Is the added pressure, is it expectations? Is it having to manage people? Is it that you might call in the wrong clients?

Is it that maybe you can't handle it? Right? So I want you to be really honest here and you may have to do some digging because you know this is not necessarily something that's just out in the open where we just know like, Oh yeah, I'm totally blocking myself. No, I want you to kind of look deep and say, okay, what are some of the things that may come up or that have come up or that little spark of an idea or a thought that has come up. When I think about what it actually looks like to achieve that goal, what it actually looks like to support that many clients at once, what it actually looks like to even maybe have

that amount of money. I mean that's another thing that you know, we're not necessarily talking about money per se today, but that is another thing like you know what could actually change in your life?

How will your schedule change? All of that stuff. I really want you to think about it because that's the hidden bs. That's the sneaky stuff that's preventing us from getting what we actually want because we think that we want something but the subconscious beliefs and these hidden agendas are actually what we want, right? Because we don't want to deal with all that stuff. So we'd rather stay where we are. And so that's what we get. We always get what we want always. So if we're not getting what we want, I want you to dig deep into why that may be and what are some of the hidden things that are happening or that are going on or some of the thoughts you have around achieving what you desire. Because that is what's going to manifest. That's what's going to come into your reality. And the final thing that I want you to think about before you go onto your journaling prompts, which are going to be awesome and I really, really want you to dig deep with these this week.

Really uncover some of the stuff of why you haven't been able to do this and really ingrained new beliefs around getting all the clients you want. So the last thing is, is there any past situations, circumstances, scenarios, bullshit that we are bringing into our current reality. So I want you to think of maybe maybe worked with a client in the past that wasn't an ideal client. Maybe you had a pain in the ass client, maybe you took on too much client work, maybe a client defaulted on a payment, maybe they did a charge back. Maybe something happened with you and a coach. I want you to also think about that. Maybe you know, you invested in a coach and you didn't get what you wanted or you didn't get what you thought. You know, you could have gotten for the value. Maybe there's some stuff going on there, but I really just want you to think about in reference to getting clients in reference to launching in reference to anything like that.

What are some of the old stories, scenarios and f that you could be bringing into your current reality right now? And that's another thing that we don't think of, right? We don't necessarily think of those things, but they're still there and they're still creeping in and they are still affecting our belief to be able to get the amount of clients or customers that we desire. So again, be really honest with yourself here as well. What are some things that maybe have happened with a client? Feelings towards a client or you and another coach or you and another mentor, maybe some, you know, stuff that has happened there. And I want you to be honest about that and how that could possibly be affecting you when it comes to getting all the clients that you want. So that's it for today's lesson when a little bit over.

But this is really juicy stuff. This is really, really good stuff. And I want you to really take the time to do the journaling prompts to uncover this stuff and to really understand why you aren't where you want to be right now and how you can get there. So I really hope you enjoyed this. I will see you guys in the group. Please make sure to lean on the support of the group. That's what we're here for. We're a collective. We are helping and supporting each other. Also be sure to share your Ahas and things that you've noticed and things that are coming up, some realizations that you've had. If you're doing anything that's really working for you, also share that in the group. Thank you so much again for tuning in. Head on over to [JennScalia.com](http://JennScalia.com) forward slash eat to that is the letter

e and the number two I've actually created a super quick download for you that has some of the things that we talked about in today's episode and also journaling prompts for you to get on that path to creating the kind of business that you want, attracting the most amazing clients. So make sure that you head on over there and pick that up. It is [JennScalia.com](http://JennScalia.com) forward slash e two end. Make sure that you come back for the next episode, which is going to be just as juicy. We're going to be talking about how

to close high ticket without a sales call. Yes people, it can be done. I know that you have probably been told or thought otherwise, but I'm going to be delivering the goods and letting you know how you can close high ticket without getting on a single phone call. So hope you enjoyed this episode and I'd love to hear what you think. Let's keep this conversation going. Join us in the private discussion group, the ambitious babe. 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 [Jenn scalia.com/tribe](https://www.jennscalia.com/tribe).