

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 shit happen no matter what this is meant for millions. Here's your host, Jen Scalia. Hello and welcome to meet for millions, the podcast for online entrepreneurs who want to create wealth and freedom with their online business. You are in the right place if you're looking for the mindset and strategy to get seen, known and paid online. I'm your host Jen Filia, visibility and mindset strategist for entrepreneurs who want more each and every week you will get a short 15 to 20 minutes audio training on how to build wealth from the inside out so you get a little bit of strategy, little bit of mindset and a healthy dose of tough love with 100% authentic, raw and real advice on how to navigate this crazy world of entrepreneurship.

So I am super excited for today's show. Not only is it the first episode of our rebrand, Tim met for millions, but this is the work that I have been doing for the last few years. I have literally been studying not only myself and my business, but other successful people online to come up with these six leadership codes that I really believe will make you rich online if you learn how to master them, if you learn how they are playing a part in your business, in your daily life, in your personal life, and really put them together to create an amazing, amazing life and business for yourself. So without further ado, let's go ahead and get started with today's episode. So today we're going to be talking about the leadership codes that will make you rich. So I'm super excited to talk about these concepts today because this is my work that I have been studying over the last few years studying people who are super successful online studying my own business, my clients, when we've had mega success, when we've had really great launches and also dissecting where the launches went wrong or didn't turn out the way that we wanted them to.

Really looking and seeing where there was high months, where there was low months and what was actually happening within the business and and really within yourself to create these different types of changes. And so the things that I'm going to be sharing with you today are going to be very different, most likely from what other gurus are saying in regards to what you need to do to be successful on my, what you really need to do to be rich online. Here's the other thing. I have always, always been attracted to people who defy the odds. I've always been attracted to people who go against the grain and really just do their own thing and have become mega successful. Like I'm talking multimillions of dollars and you look at these people or really like take a magnifying glass to their business and be like, how I don't get it.

But it's a lot of what I'm going to be sharing with you guys today and why these things are so important. And so there's six leadership codes that are truly believe will make you rich on mine. If you can embody them, if you can embrace them, if you can really understand them, and if you can put them into your daily practice, put them as the forefront of everything that you're doing in your business, you will become rich. Not only that, but you will have a business that feels really amazing. You will have a life that you absolutely love. Things are gonna feel effortless. Things are gonna feel like, I can't believe that I've been able to do this. So let's dive right into number one, which is identity. Identity is something that I came across really doing a lot of mindset work. A lot of the stuff that I was doing with mindset was like kind of surface level of really, if I think about it, and I'm going to actually talk about mindset in a second, I really started to notice that it was so much deeper than just the thoughts.

There was so much more to it than what you were doing or what you were thinking or how you were showing up that really had to do with the core identity, like who you actually be. Right? So this is the core of who you are, who you identify with on a soul level and a subconscious level. Do you identify as a wealthy woman or as somebody who's struggling for money, do you identify as a leader or are you

constantly foggy or unclear? Jumping from thing to thing. Unsure about your passion, unsure about your purpose. So here's the thing. We could do mindset work all day long. We can do the inner work, the journaling, the meditation. But if we don't really get clear on who that core identity is, we're always gonna feel like we're floundering. So the identity is really, really important to number one, understand like who you want to be, what that identity is that you want to embrace, and being able to do that on more than just the surface level.

So think about some of the things that you might say to yourself. One of the things that, Oh, I almost cringe every single time one of my clients says this, and I'm like, stop saying that, right? Because everything that we say to ourselves, everything that follows ism is what we really think about ourselves is what is really going on underneath, inside, right? So one of the things I can't stand when I hear people say is I'm stuck. I'm stuck, I'm stuck. And I don't know if it's just a procrastination or if it's an excuse. But if you're constantly telling yourself that I'm stuck, you're going to be stuck, right? So we really have to think about how you can change your language. Is it, you know, I'm unclear right now, but I'm on my way to getting clarity and I'm doing this, this, and this in order to make that happen.

Or I'm hiring this person or I'm doing these activities to make that happen. So instead of identifying with the person who's stuck all the time, identify with the person who has overcome that and is really making happen for herself. Our mind will always, always deliver in reality what we believe about ourselves on a subconscious level. This is why identity work is so, so, so important and way more important than mindset work. Which mindset is our number two leadership code? And you know, I really want to explain the difference here, right? So I feel that the identity is like who you are to the core, right? Like your soul. The mindset is what you believe. It's your thoughts, your feelings, your emotions, the stories, your past programming and coding, the things that you're just, you don't automatically think like, you don't even think about it. Like things just come to your head.

You just do certain things. You have a certain way about you. You have certain programming that that makes you think a certain way. So I'm sure you've seen this where like you've just run into somebody maybe that you're just like, Oh my God, that person is just so cynical. Or they've got a bug up their ass or what's going on with that person, right? And it's like that's just the way they are, which is really, really sad. But you can change this, right? Like do, you can change your programming, you can change your beliefs, your thoughts, your feelings, your emotions. You can change all that, which is really, really good. And I also want to make a note that this is not just about being positive. This is about resilience. This is about courage, bravery. This is about being able to lead yourself through the tough times in your life.

So one of the things I always say to my mindset clients and the people who take my mindset programs are just because you tap into your mindset and you really become unstoppable in your mindset. It doesn't mean that shit's not going to hit the fan. It doesn't mean that stuff isn't going to happen in your life. What it means is that you become so rock solid in who you are, that when those things happen, do you know how to handle them with grace, with ease, with class, right? And so you're operating from just a completely different place when you're working on your mindset. So I know I talked a lot about identity in the first one, and I did not mean to say that mindset is not important because obviously it is, it's one of the leadership codes. But I just really want you to understand the difference between the two.

You know, mindset is, is very malleable. This is something that we actually can change. So if you find that you just can't handle things very well, that you're always, you know, getting upset that you are thinking negatively a lot of times, like this is something that you can absolutely work on very, very easily just by doing simple shifts and being really consistent with those shifts. I've seen people change their mindset on a surface level really in five, seven days really. And if they keep going, keep going, that's when the magic is really going to happen. So number three of the leadership codes is energy. Energy is

all about your vibe. This is how you show up. This is your confidence, your energy, you're aura. This is like how other people perceive you, how other people take you in, right? So if you enter the room, what do other people feel?

Do they feel nothing? Do they feel yuck or do they feel like, Oh my God, who is that person and I want to be near them? Right? So your energy matters so much. And I know that it's hard to understand how our energy can transfer when we're doing mostly online stuff. If you're writing a post or doing a webinar or just reaching people through the internet, but the energy, it does transfer. So it's so, so important that you keep your energy and your vibe to a place that feels really good, that other people are gonna want to be around it. Because I'm sure that you have been in a place where you just don't understand, or you're maybe watching a video or you're listening to somebody and you're just like, yeah, no, I don't know. I don't get it. Something's off with this person, like you just feel it.

And here's the thing. Other people can feel it too with you. So work on this. Work on your vibration. We're going your energy. And I talked about this in previous podcasts where I really don't believe that you need to be quote unquote high BYB all the time. I really believe that if you can be in a more neutral state, in a more state of nonresistance, that's when the magic happens, right? Because I don't believe being high vibe, positive, super electric all the time is sustainable. I mean, we're humans, right? And just like I said before, shit's still going to happen in our lives. Things are still going to come up. And it's like, how do you handle that? How do you stay in that positive vibration even when those things are happening? So think about when you think about your energy, are you happy? Are you passionate?

Are you grateful? Are you a complete fake? I mean, because people can feel that, right? Like I said, I'm sure that you've seen people and you're just like, Nope, I don't get it. They're trying too hard. Their energy just feels off. Are you ever just like feeling like I'm pushing through, I'm doing all the things that I need to do. But deep down inside, you know this is not what you're supposed to be doing or you know that something is off well when you feel that. So do we. So be very conscientious, be very aware of your energy whenever you are showing up online, whether that is you doing a live stream, whether you're showing up in person somewhere, but also when you're writing, because when you're writing a post or you're writing a blog or you're writing a newsletter, your energy will still transfer through to the people on the other side of that.

Like they're going to feel whatever you feel. So make sure that when you're doing these things that you are feeling in a really, really good place and that you're feeling really in alignment with the work that you're doing. So that brings us to number four, which is embodiment. So I love this word, and it's so funny because this word came to me probably about three years ago and it actually came to me, it's entrepreneur embodiment, and I was like, what the heck is that? Those of you who have heard me talk about the downloads that I get, this is one of those downloads. And I was like, wow. Yeah, because there's people who are really good at things. There's people who have really great skills and there's people that really want to help people out in the world, but they don't know how to be entrepreneurs.

They don't know how to embody what it to really be that type of person. Right? And so for me, embodiment is your integrity. It is your authenticity. It is about living in alignment with your desires. It's about living in alignment with what you teach and share. This is so, so, so, so important. So if you are maybe struggling in your business or maybe your clients are struggling in their business and you're just like, I don't get it. They're doing all the right things. I'm doing all the right things. I'm checking off all the boxes. My energy's great. Is there something out of alignment? Is there something where you're being inauthentic? Is there something where you're lacking integrity? Right, so one of the things for me is like a lot in our industry, right? In the coaching world, like people talk a lot about money and wealth.

Then it's like, wait a minute, are you really living that or are you just going out there and thinking that you have to teach this or thinking that you have to be this kind of coach in order to make money

because it's never going to work, right? It just won't work because you're out of alignment. Also, another thing that I see online a lot is there's just so many women empowerment coaches. You guys can't see me, but I'm putting up air quotes who are actually mean girls behind the scenes. When you think about embodiment, when you think about your integrity, when your authenticity, this is just who you are and the more that you can connect in with who you are and translate that online and translate that into your stories and translate that into your writing, the easier you're marketing your promotions and your sales are going to be.

Because when you are fully embodied and fully aligned, you don't have to try. You just are. If you're, you know, maybe in a place where you're just like, I don't get it. I'm doing all the right things. Check in with this piece. Make sure that you're being honest with yourself. Make sure that you're being honest with everyone else as well. Embodiment is your integrity, your authenticity, and really this is just who you are, how you show up. So number five is attraction. Attraction for me is your magnetism. What is it about you? What are people attracted to? What would people be attracted to? Do they see you and want the life that you have? Do they see you and want the things that you have? Do they see you in want the characteristics or the traits that you have to be bold to be brave?

Really think about this because this is so important online, especially now in this day and age, like it's getting harder and harder to stand out and your attraction, your magnetism. It's so important to understand what that is about you, that people are going to be drawn to, that people are really going to be like, I just need to be around that person. I just want to be around that person. I really liked that person. I really trust that person. This includes things like your personality, your stories, your quirks, who you are as a person, right? So think about your real life. Think about your, you know, you turn off the social media for the day. Do you close your live stream? Who are you with your family? Who are you with the people in your real life? Like what is that thing about you? We all have something and, and that's the one thing that I want you guys to understand.

As long as that we do all have something. You might be thinking, I don't know what it is. I'm not that special. There's nothing about me. Think about just things that your people would probably resonate with. So for me, when I think about the things, for me, well at least in the beginning of my business, there was like two or three core things that I really use in my marketing and really used in my stories that I felt would be a connection point with my audience. So for me it was being an introvert. So it was kind of like this oxymoron, right? I was this introvert that was helping people with their visibility, you know? So that was kind of like, that was quirky. It was cool, but it was cool for other people who were also introverts to see me be able to overcome this kind of stigma about this label that I had or this label that I put on myself to really shine online and to really make an impact and to really grow my audience to, you know, hundreds of thousands of people.

So also being a single mom, people really, really relate to that. The fact that I have been resilient, that I have been raising my son on my own for almost seven years, so really just think about it. If you can't think about like, Ooh, I'm sassy or I'm, you know, I just speak my mind all the time, like it could literally be anything. But find that thing that is your attraction, your magnetism, that thing that people are going to be like, I just love this chick. I want to be around her. I want to share her stuff. I want to stay on her newsletter, find that thing, and really start to use that thing in your marketing and in your promotion. The final leadership code that will make you rich is strategy. Of course, we had to go here, right? Because I really do believe that there are multiple pieces to this puzzle.

It's not just mindset, it's not just strategy. I really believe it's the combination of all six of these things that are going to allow you to show up in a way that commands your presence, that command people who want to be in your space, who wants to be in your world, who wants to buy your program. And so strategy is an important piece of the puzzle for me. Strategy is your unique. How if you really think about

the strategy that we hear online all the time, it's like follow this blueprint. You have to follow this step by step formula. You have to do this X, Y, Z process. The reason that those things don't work for everyone, right? You might see that they've worked for some people, but they don't work for other people. Well, number one, it has to do with all the previous things that I just talked about, right?

But and the flip side of that, it's also it doesn't work because you are not that person. You don't have the same skills, you don't have the same strengths. You don't have the same gifts as the person who's given you this quote, unquote proven process. That's why it doesn't always work. And I'm not saying that they don't work and I'm not saying to not ever buy something that tells you a step by step process where formula, because those things actually make sense. What I'm telling you is to remember that when you take somebody's process or you tried to put your business into a specific formula, make sure that you also infuse yourself in that process. What are your strengths? What are you really good at? What do you enjoy doing? How are you leveraging your unique skills and your unique gifts? This is just super important because my philosophy around this is really, like I say, it's like eat the chicken, throw away the bones, right?

So if you're going to like maybe model somebody's business model or process or something like, absolutely, go ahead and say, you know what? These things are proven. This is probably gonna work, but I don't like this little thing about it. Or I really like this part about it. Or I really could do without this specific step that they have in here, right? Just really think about like how does this match for my unique situation, my unique business, my unique personality? So strategy, like I said, is super, super important, but it's gotta be your own unique strategy, your own unique launch strategy, your own unique marketing and promotion strategy. In order for it to work, it also has to include, Oh, the other five codes that we talked about, your identity, your mindset, your energy, your embodiment, your attraction. It's all important, but they all work together.

So really understand these concepts. Really understand where in your world, where in your life do you need to step it up? Where do you need to show up differently? What do you need to work on? What wounds do you need to heal? What stories do you need to change? Where can you tweak your strategy? These are all things that don't cost anything, but if you can get it right and you can get the right combination of all of these things and really show up in your life, really show up and share your gifts in the way that you're meant to, you will absolutely become rich. So that wraps it up for today's show. I want to thank you so much for tuning in. I really hope you got a lot out of this episode and really the areas where you may need to improve in order to start seeing more success in your business, more clients, and also doing it with more ease.

So if this hit you, if this is something that you're just like, I need to know more about this, I would love for you to join us for a webinar that I'm hosting where I'm going to be diving deeper into these six codes and how you can actually apply them to your business and also in what areas not applying them is really hurting your business. So really does diving deeper into these concepts, how you can use them, how I've used them, how I'd studied in sr other really successful people. Use them. You can just head right over to the show notes to grab that link. It's Jen scalia.com forward slash E 40 that's the letter E and the number 40 you'll see the link there for the webinar and you can go ahead and sign up or you can just head straight to Jen scalia.com forward slash codes C, O, D E S and that will take you also to the webinar signup, or I'll be diving deeper into these concepts and really how you can use them to create a massive movement with massive ease in your business. So make sure that you come back for the next episode of met familial. I love having you here. I know that there are so many things that you can do with your time and I'm just so grateful that you choose to spend this time with me.

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 [Jenn scalia.com/tribe](https://jennscalia.com/tribe).