

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 all in, 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 podcast 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'm your host, Jenna, Faith, success and mindset strategist for entrepreneurs who want to start a movement, leave a legacy and build a seven figure business and brand. So in today's episode, we are diving into an additional five unpopular truths about your online business or your coaching business. So few episodes ago, we did part one and it was really well received. People really felt like they could relate to a lot of the things I was saying. It also really gave people permission to go against the standard typical rules of online or digital marketing. So we're going to go ahead and dive right in with five more unpopular truths about your online business, unpopular truths about your coaching business.

Part two, if you have not listened to part one, make sure you go ahead and do that either before or after you listened to this, you can reach that@jennscalialia.com forward slash E one 13 episode one 13. So let's go ahead and dive right in because this is going to be just as juicy as part one. So number one is you don't have to be on social media, 24 7. I know a lot of people are going to like this, especially my people, my women who want to step into CEO roles, my women who want to really build something bigger than their business, they don't want to spend all day or feel like they have to document every single part of their life on social media, 24 7, or be a slave to social media and rely on social media. And here's the thing. If you're building your business in a really legitimate way, if you're doing the right things, building your email list, like I've talked about partnering with people who you can collaborate with and do partnerships with.

There are so many opportunities to get in front of people outside of the hustle and grind of social media, outside of having to post every day on your stories. I have nothing against social media, right? And I've said this before. However, it should not be the only place you're spending your time or feeling like this is the only way that you can create business. There's a multitude of ways to get your brand seen, to get your voice heard. And if you're doing those things, or even if you're doing advertising in some sort of way, you can bypass having to post all of the time you can post when relevant, you can post things that are really powerful and potent, instead of kind of just feeling like, man, I should post something or I should do this in social media. So number one, you don't have to be on social media, 24 7.

You can thank me later for this one. Number two, kind of piggybacks off of number one, which is you do not have to show your lifestyle or be flashy in order to be successful. So this is a common, common belief within, especially the female coaching industry. I just have clients who are just like, maybe I'm not fun enough. Maybe I'm not good enough. Maybe people don't want to look into my life. Maybe I just don't have anything for people to be excited about. And here's the deal. Some people use their lifestyle and use the flashiness and use the material things as part of their marketing. But that's not all people you can use. Your other strengths, the other things that you're doing, maybe for you it's experience, maybe for you, it's a completely different formula that you've come up with some proprietary process that you're really positioning yourself as an expert, maybe for you.

It is the opposite, right? So maybe for you, you're actually like, Hey, you don't have to do all those things. You can be in your sweat pants, a mom of three kids and still be successful and make money, right? So you do not have to show off your lifestyle or be flashy in order to make money. You just have to find your lane. What is your lane? So for me, I'm someone who likes nice things. I do have some

luxury items and I will post them if I feel called, but I don't feel like I have to rely on that. And I don't think that people look at me as someone who is constantly flashing things to get attention, or to get people, to buy things from me or as part of my marketing process. It's just part of me whenever I am revealing those things or whatever, I'm showing those things for me.

I have lots of experience, almost a decade of experience just in this coaching industry and multiple decades of experience in entrepreneurship, in different types of businesses and things and marketing and social media. And this is stuff that's just ingrained in me. So I lead my business with my expertise, with my experience, with different things that I'm doing in different views that I have. So I don't have to be flashy. Now, if you're someone who wants to use your lifestyle in order to beef up your marketing or that's, you know, part of who you are, a big part of who you are, there's nothing wrong with that. But for those of you who feel like I have to do this in order to be successful, it's just not true. And I'm busting that one for you today. Number three is that you can actually easily sell in tangible outcomes.

So I hear from people all the time, Jen, I sell mindset, I sell confidence. I sell something that's intangible. I'm not selling how to make \$5,000 a month or a hundred thousand dollars a month. I'm not selling a or a process to make more money. There are really powerful things that are quote unquote, intangible, that people are more than willing and more than happy to invest in and to pay for it. The only thing that you'll have to do is really make that intangible thing, part of your tangible outcomes. So just because something is intangible, let's use confidence. As example, confidence is not something that you can really touch or see or feel right in terms of like touching touchy-feely, but it is something that you can energetically feel, right? When somebody has an increased confidence or increased self-esteem it allows them to do so many more things in their life.

For me, when I have clients who are asking me, you know, I have something intangible, how do I make that a solid outcome for somebody who wants to purchase from me? I always say, what does that thing allow someone to do be or have? So if I have more confidence, what am I now able to do that I wasn't able to do before? What am I now able to have that I wasn't able to have? And who am I now able to be, or step into that I was too afraid to do before selling intangible is not impossible. You just have to do it the right way. This is something that I work on with my clients in the programs that I have, the cashflow queen, my 50 K club mastermind is really getting to the nitty-gritty and the specificity of your outcomes, whether they are actual, tangible outcomes, if you're a business coach or something like that, or if it's intangible, but also still very powerful confidence, spirituality, clarity, clarity is one of those things that I'm just like clarity is the most powerful thing on planet earth for a business owner.

Because once you have clarity, everything else falls into place. Things just start to manifest for you. But clarity again, it's intangible, right? It's one of those things. That's like, it's kind of like a mystery, but when you know it and you have it, things will go insane and things will blow up in your business. So yes, you can easily sell in tangible outcomes. You just have to go about it the right way. Number four is you don't need a big team. This is also a myth that I believed that in order for me to really be successful business owner or to be, to be considered a profitable or successful business woman that I needed to have this big team, I would see people that had four and five VAs and an OBM and a COO and 30 people on their team. And I was just like, whoa, I knew I didn't want to be a manager.

I wanted to work for myself. I obviously need support and need team, but I don't need a big team. We have been rocking with my theme two VA's since 2013, we just brought on two marketing people. They're doing different things, but I feel really solid and supported in my team of four. All of them are super part time. You don't need a big team. You just need the right team. And hear me when I say that, I'm going to say it again. You don't need a big team. You just need the right team. So don't get fooled into believing that you have to hire a bunch of people in order to support you in your business. You just

need to do your due diligence and hire the right people. And they will easily grow your business and allow for more cashflow. And finally, number five is that consistent does not equal constantly.

So this is going back to us being on social media or marketing, or even sending emails, right? Being consistent with something doesn't mean that you need to do it 800 times a day. Being consistent with live streaming doesn't mean that you need to do it every single day. Being consistent with emailing doesn't mean that you need to send it five, six or seven times a week. It just means that you have to have a consistent rotation, right? So whatever that consistency looks like for you, maybe for you, it's sending two emails a week, maybe for you. You're consistently doing one live stream. One very powerful live stream to your audience every week. Maybe consistency for you is putting out two or three reels or take talks every week. But it doesn't mean that you have to be on that thing constantly. There's a difference between constant and consistent.

There is a difference between focus and constantly doing something. And when you're constantly doing something, not only are you going to get burnt out and tired, but you're going to get bored with it at some point. And then you're going to have to switch to something else. Again, don't be fooled by these people who are posting 30, 40, 50, 60 Instagram stories a day, thinking that that's the only way to do it. Absolutely not. As long as you're consistent, as long as you're giving good value, as long as you know that what you have is something that can really change people's lives, change their businesses, their relationships, their body, whatever it is that you do, just be consistent. Try not to fall off the wagon and then restart. That's probably the worst thing, the inconsistency, right? It's like I do something. I go at it, I'm doing it for a long time.

I'm doing it, you know, every day. And then boom, I fall off. Now I gotta restart myself up again and then do it all over again. So you're like on and off versus just being consistent line all the way through. So consistency does not equal constantly. It just means focus and being on a regular beat with whatever it is that you're choosing to do in your business. All right. Five more truths for you to really sink your teeth into, take this, apply it to your business, shift your perspective. Start looking at things differently because really what's working right now is going your own way, making your own rules and doing the things that are pretty much the opposite or way in a different direction than everybody else is doing. Right? So really how to stand out is to not do the same thing. So really hope you take this to heart.

If you did not listen to the first part of this episode, make sure that you go ahead and listen to that one as well. And as always, I want to thank you so much for tuning into today's show. I know that you could be literally a million places right now. So thank you again for being here as always head on over to the show notes where I have some goodies for you, some resources for you to really sink your teeth into even further. Also, if you are interested in really going big for the remainder of the year, I invite you to join us for the hottest winter ever. And the cashflow collective. You can reach that information@jenscaliadotcomforwardslashhotandshownotesaregoingtobeatjenscalia.com forward slash E one 16. That is the letter E and then the numbers 1, 1 6, make sure that you're subscribed to the podcast so that you don't miss an episode. And if you're really loving these truths and loving the bombs that I'm dropping on the episode, please, please, please leave us a positive review on iTunes. Just takes a couple minutes, but will help us reach more people just like you can. We're committed to creating incredible change and transformation in the world. We'll see you back here next week, where you'll get another quick bite training 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@jennscaliam.com slash tribe.