

In today's episode, I'm going to be sharing the three things to start doing today, to have an explosive 20, 21 stick around. You're not going to want to miss this one. 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, 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, faith.

Hello, and welcome to meant per million. The podcast for online entrepreneurs who want to create wealth and freedom with their business, you're in the right place. If you're looking for the mindset and strategy to get them known and paid online, I am your host, Jenna faith, formerly known as Jen Scalia, success and mindset strategist for entrepreneurs who want to leave a legacy and build a sustainable and predictably profitable business, make sure that you join us each and every week while you'll get a short 15 to 20 minute audio training on how to build your wealth from the inside out. There is absolutely no fluff here. You'll get a little bit of strategy, a whole lot of mindset, and they healthy dose of tough love with 100% authentic, raw and real advice on how to navigate this crazy world of entrepreneurship. So we are getting so close, rounding out this incredible and interesting and crazy year in today's episode.

I want to share with you the three things that you absolutely must be focused on starting today and really setting yourself up to have an explosive 20, 21. This is not the things that most people are talking about, but these are the things that as things are shifting and changing online and with our economy that you're going to want to have in place to make sure that you can still thrive no matter what happens over the next few months and into the next year, let's dive right in to today's episode. I have been welcoming new students into my level up lab and what I do with all of my level up lab students, you're going to jaw drop when you hear me say this, because nobody else does this. But anytime at my clients come in, they fill out an intake, form 20 questions or something like that on there.

And I have all these questions about like who they are, what they want, what their goals are, what their assets are, what their blocks are like, everything. And then I create like a personalized plan for them that we're going to work through together over the 10 weeks. Like I said, nobody does that. It's really awesome. Really great way for me to be in touch with my clients and know who each and every single one of them are and be able to help them the most. I noticed a pattern. I noticed a pattern in what they were struggling with. I noticed a pattern in what their goals were, but where they are right now. And it really helped me visualize like, man, a lot of people still aren't doing these things that I've literally been teaching for years. Right? People think that it's just like, I'm just going to get on social media and I'm going to speak, or I'm going to do it 365 day live stream.

That's not going to work in the long run. Right? Like that's not going to be the thing that is going to really you to the next level. And if you're somebody who's been trying that way for somebody who's been trying the slow social media way or trying to do like a million live streams way, you kind of know that already you like, you know, that you keep doing these live streams and only a couple of people show up or you keep doing stuff or you keep making these offers. And like, nobody's there, nobody's buying. So you know that whatever you're doing, isn't working, but you kind of don't know what else to do. So you just keep doing that. Right. So I honestly feel that even though I started my business in social media, my entire background was on social media. That's why I started teaching social media, you know, back in the MySpace days, the all chat.

Like I remember that was like my first like social media, where I would be in like these chat rooms, commenting back and forth with people. And then it was like my space. So I've like been in social media for a long time. But I also know that like now more than ever, it's very difficult to like plant your foot in and like really make a big impact. If you haven't already been doing it, if you are kind of new to it. Right. Anyway, long story short is I love social media and I feel like it has a place, but I also feel like it's a very

slow way to get to where you want to go. So today I'm going to talk about three things that you absolutely must have if you want to explode your business. So the very first thing, very, very first thing that every single person that comes to me has a problem with a major problem with, and they probably don't even know that it's a problem is they don't have

And audience, they don't have a list. This is like

Bunkers to me, like, how are you going to sell something? How are you going to make hundreds of thousands of dollars or millions of dollars or scale your business? If you don't have people to sell to, if you have just a small social media audience, that's the same people seeing your stuff over and over and over again, you don't have a list of people that you can reach out to. I mean, social media in the last few weeks has been insane with the censorship. People getting their accounts shut down for no reason. Like we don't know what's going to happen when it can happen, what rules can change. So I have been preaching from the mountain tops forever about growing your email list. So that's the number one thing I see when most people come to me is like, they don't even have

A list. They've got nothing. And if

They do have something they're not nurturing that list, or they're not making money from that list. So put it on your to-do list

To do list, to begin,

Grow and nurture your list and make money from your list. I'm telling you, that's where the gold is. As much as I'm on social media, as much as you see me be visible and putting my posts out there and my quotes and my selfies and all of that stuff. The majority of the money that I've made in my business, which is millions of dollars has come from my email

List. My email list, the social

Media, it's just, it's another layer. Right? So people see my emails, they see my offers. Then they they're kind of backed up with like, Oh yeah, she also has this social media presence. Oh, she also shares these stories. Oh, she's also a real human, right. But the email list is where it's at. I'm telling you people that are on your email list want to hear from you. Right? Think about when you sign up for an email list, you sign up for an email list because that person has something that you want. There's a topic or something that they're talking about

You're interested in. Right? And so you sign up for that. Or even

Not in the coaching industry. Maybe you sign up for like, I don't know, Amazon or Wayfair or somebody else's list, right? You're on list for a reason. You're on their list for a purpose. So when people join your list, they are on your list for a reason, they are on your list for a purpose and to not leverage. That just makes no common sense to me. So grow your email list. That is number one, grow, nurture, and scale your email list so that you can build it. That's the first thing that I want you guys to really start to work on and put it as a priority to jump off in 2021. The second thing is to create cashflow. Second biggest problem. You would think cashflow is the number one problem, but it's because they don't have

Number one. The second thing is

Your cashflow. So a lot of people don't have cashflow. They can make money online. They can get people to sign up for their stuff. They maybe have extended payment plans or people will pay in full, but there's no consistent cashflow. There is no guaranteed cashflow. There's no long-term payments. So a lot of people have gotten into this space of, and I get it because we are humans that have very short attention span. So lots of people are doing shorter offers, shorter programs that are like just a few weeks long or 10 days long or seven days long or 21 days long. That's the opposite of what I really feel

like you should be doing. Also people that are doing small offers because they think this is the way it's, it's a way to, you know, have somebody buy a \$37 thing or buy a \$97 thing.

And then we think, Oh, then maybe they'll move up. But honestly, start with the higher tiered offer. Start with the higher priced offers. Start with the longer offers where somebody is paying you multiple thousands of dollars or multiple hundreds of thousands or multiple hundreds of thousands. That'd be awesome. Multiple hundreds of dollars every single month for an extended period of time for six months, for nine months, for 12 months, I'm not going to get too into detail about how to do that. I actually, in my Facebook group did a training on this about two weeks ago. So you can go into my Facebook group. It's just called meant for millions. If anybody wants to just type that in here, men for millions, and you can watch a whole training that I did on how to actually structure your offers so that you can create cashflow, but cashflow needs to be there because if you don't have cashflow every single month, you're going to be on this hamster wheel every single month, you're going to be like, what do I need to sell so that I can make money? And that's not a good feeling. That's not an attractive state people. Aren't gonna want to be in your space if you're just like hungry for or desperate for money. So create the cashflow so that when you are making offers and you are doing promotions and you are doing lunches, there was no desperation attached to it. And there's no

Attachment to the outcome of

That launch, which is what most people get into the cycle of like this launch has to have X result where this needs to have a certain outcome, because if it doesn't, I'm screwed, right? And that's just not the place that we want to be when we're launching and selling products. So number two is create a cashflow bank, create a bank that when you walk into every single month, you know, I have X amount of dollars coming in, whether that's \$5,000 coming in 10,000, 20,000, whatever, you know, depending on where you are in your business, but that's where you want to ultimately be. And having that really cover all of your expenses. And then everything else on top is cake. That is the ultimate business model in terms of selling and facilitating the high ticket. Having people pay you long-term over time so that you're not always hustling to get new clients was like the worst thing. So go watch that training. If you're interested in that free training, it's in my Facebook group called meant for millions. And then the third thing is

Relationships. So you

Need to start building relationships. And I'm going to start talking more about how to leverage these relationships in the coming weeks, in terms of how to use these relationships, to grow your audience, to grow your list, to make more money, but build the relationships. Now I know as an entrepreneur, as a solo preneur, as some people like to call themselves as somebody who's just new to online world, it's sometimes difficult to build relationships, especially if you're an introvert. I know for me, it was difficult in the beginning. It was like, Oh, I don't really like people. I'm just going to sit here with my laptop and nobody's going to bother me. Right? But that's not the way that it goes. So we need to build the relationships. We need to have people that we can connect with people that we can partner with. People who have audiences that we're able to leverage. This is a strategy that I've been using with my clients. My clients are getting in front of 3000 people, 11,000 people of their ideal clients, just by partnering with other people. So creating relationships is going to be crucial. Don't create the relationship only like looking at that person as it's a potential client,

Not a potential client. I don't want anything to do with them. That could be

Potential collaborator, a potential, somebody that you can do business with, or have a JV partnership with. So start building those relationships. So number one, grow your list,

Focus on your list and telling

You right now, do this. Like I've been having these. I don't know if they're dreams or if they're just like thoughts in my head, but actually over the last couple of weeks that having these like thoughts of like what Facebook is going to change their rules, Facebook is going to change their rules. Like Facebook is either going to change their rules or Facebook is going down. Like my face went down 12 years ago. Right? And then it's going to be something else. What are you going to do? If all your businesses on Facebook, what are you going to do? If all of your businesses on social media and you don't have a list, build that freaking list. Listen to me now build that list. Number two is create cashflow, create a bank of money that's coming in every single month so that you're not hustling to get new clients every month.

If you're just doing little programs here and there where you're getting a one-shot payment or it's a short program. So then in 11 days, or in 21 days or 60 days, you got to go get more clients that is going to get old really, really fast. I promise you I've been in this business for almost eight years and it feels fun in the beginning, but I promise you, it's going to get old. You're going to get exhausted. You're going to want to take a break. So build up this bank of cashflow, where you have this money coming in every single month, you can count on it. You know, it's coming, go watch. The extra training that I did in my Facebook group meant for millions. If you want to know more about how I structure my business so that I know going into each month, I have tens of thousands of dollars coming in and you know, everything else I make on top of that is cake.

And so I can take vacation. I can do what I want. I can just not show up for three days, but I'm still here. And then number three is building and nurturing relationships going to be really, really, really important, really, really, really important. Trust me. It is the intimacy is the connections. It's the relationships that people are craving. Don't just look to someone as, Oh, this is a potential client. Or they're not really my ideal client. They could be an ideal collaborator. They can either be an ideal partner. Okay. So look at those relationships, start building those relationships. Even if you're shy, even if you're scared, like just do it. It's going to be super important going into 21. And then I want to give a bonus because this is something that I have been sharing with my clients in the level up lab, really important too,

Have support without support. You're not going to make it very far. And so

Support that you need this year, look at what you need in your business. Look at who you need in your business and start enrolling those people and enrolling that support into your business before the end of the year, so that you can have an explosive 20, 21 so that you can have people that are fully supporting you so that you're only doing what's in your zone of genius so that you can show up and shine and people can just be super attracted to you and be like, wow, this person's on fire, right? Because you're not worried about the .

So support is crucial

And there's three types of support. I actually really believe that every entrepreneur should have. So number one support is

Going to be your team. Even if it's

Just one VA that you can afford right now, your team is going to be super important. We, I went from one VA or actually two VA's. I kind of had part-time to, I believe we have like seven or eight people now on my team, I'm hiring a COO. So it's growing, right? So depending on where you are, you may just be able to have one or two VA's right now, but get that team support. The second type of support is your peer support. So these are people who are on your level. There are other coaches, other entrepreneurs, other women who have the same vibe that are going through the same thing, somebody that you can just, you know, whether it's like, Hey, I just need to bounce this idea off of you for business. Or maybe you just want to complain about something, or maybe you just want to ask questions, or maybe you just want to shoot the breeze and, and talk about your lives.

Like having the peer support also super, super important, being a solo preneur, not really sexy. Being a solo preneur is not really the place that you want to be. This is coming from somebody who is a total introvert, but I have an incredible team around me. I also have incredible friends and peers and people in the industry that I can count on that I can go to that I talk to almost every single day. And it really helped in, you know, allowing me to shine as well. And then the third kind of support is your coach. I really believe that having some sort of coach or consultant or somebody that's in your business that is able to see what you're not able to see. It's so important to do this. I just had an interview the other day with Angela Sumner. I can't wait to share the full interview, which is going live.

It was really amazing. We actually talked about this and we talked about, you know, should you always have a coach? And for me, I've always had a coach. I didn't have a coach in the first year and a half. I made no money in the first year and a half. I made no progress in the first year and a half. I'm not saying that you have to always have like a high ticket coach, but having somebody there, some sort of consultant, some sort of coach, some sort of somebody that can see from the outside, what you can't see. We're so immersed in our businesses that we don't see certain things. I heard this, this analogy the other day. It just, Oh, it hit the nail on the head because I used to say it and kind of like a weird convoluted way. The message was that you can't see the message when you're in the bottle.

You can't see the message when you're in the bottle. It's absolutely true. Right. I sent an email out to my list almost every single day. I make posts every single day. I can't tell you how many times I'll read my posts multiple times over to make sure it sounds good. Make sure it flows. Make sure I don't have any typos. And then sure enough, I send the email and I received the email in my Gmail and there's a freaking typo. There's a typo because I'm so in it that I didn't realize. I just, like, I kind of knew what it said and I was, I was breezing through it. So the same thing happens in your business. It's why a lot of people come to me and they're like, I can do this for my clients. I can get results for my clients. My clients are crushing it.

And I'm having such a big problem, having such a problem with doing this. So get that support, whether it's a coach, a consultant being part of a group program or a mastermind, you need something like that. So three types of support your team, your peers, and your coach or consultant. So that's it guys I'm actually really fired up and excited today. I love fall. I love the, the fall look and the weather and the colors and all of that stuff. But if you are looking for help with any of these things, growing your list, creating cashflow, nurturing those relationships so that you can leverage them and, or needing getting support, reach out to me, send me a private message. I have some cool things that are coming up in the next couple of days, different packages and different ways to work with me from now until the end of the year that I don't normally have.

If you're interested in that to send me a private message, we'll chat and see what would work for you. But guys grow your list, create your cashflow bank, create those relationships, get the support that you need. Get it all set up and ready so that you can head into 2021 and have just an amazing, amazing year, even better the best year that you've had so far. All right, so that wraps it up for today's show. Thank you so much for tuning in. You can head on over to the show notes@jenskilliet.com forward slash E 75. That is the letter E and the number 75. And there I will have some links and also the transcript to today's episode so that you can get down to business. You can start implementing and start putting these things in place in your business.

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