

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 shit happen no matter what this is meant for millions. Here's your host, Jenn Scalia. Hello and welcome to another episode of met for millions, the podcast for online entrepreneurs who want to create wealth and freedom with their business. So 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 Scalia, success and mindset strategies for entrepreneurs who want to leave a legacy. So each and every week you get a short 15 to 20 minute audio training on how to build wealth from the inside out.

Get a little bit of strategy, whole lot of mindset and a healthy dose of tough love, 100% authentic, raw, and real advice on how to navigate this crazy world of entrepreneurship. So speaking of crazy world, we are in it right now. We are kind of in the thick of things. It is the beginning of April, 2020 and there's just a lot going on in our world. There is a major health crisis going on and potentially a financial crisis going on as well. And so what I wanted to do with this episode is this is actually a recording of a live stream that I did for my group, met for millions on how to really navigate the next few months of your business, particularly the next 30 days of your business and how crucial and how important it's going to be for you to get the right strategies in place for you to get the right support in place for you to do the right things in your business now so that when this crisis is over, you're able to really thrive. You're able to really just pick up and continue to go and continue to make impact and continue to make money. So let's go ahead and dive right in to today's episode.

I wanted to pop on to talk to you about some of the things that I am seeing happening with whatever's going on in the world right now and what your business is going to look like in the next 30 to 60 days. Basically based on what you're doing right now in your business. So let me first start with what not to do in your business right now. Number one, height. You know, depending on your personality type, depending on your design, you may have a tendency because of the collective of what's happening in the world to want to shrink or to want to hide or to want to kind of crawl in your hole. And you know, maybe not deal with the world, right? But this is not that time, right? So this is for the leaders, is for the people who know that you're meant to do something really great on this earth right now is the time right now, is it time to step up?

Right now is the time to go even further than I feel like you, you, you should definitely going further than you have in the past. But also going further than you probably think you should because here's the thing, there's a lot of people that are showing up online right now, so we actually have to do a little bit extra so that we can get seen so that we can rise above so that we can do all this stuff. So going from like a standstill or inconsistency to like now being a little bit inconsistent is not going to be enough. So no hiding. Okay. No retreating, none of that. I mean obviously if you have a different situation, you're sick or something that's, this does not apply to you, but this is the time horizon. Okay. The next thing is no excuses. Like I just had a call with my coach on Sunday and we talked about this idea of like excuses.

It's like the people that have this excuses don't have the results. That hit me so hard. It's like something that obviously I know because I've been working with people for so long in their business, but to actually hear her say that, it was like, wow, like that is so true, right? That the people who make excuses don't have the results and the people who have results don't make excuses. So definitely stamp that on your forehead. This is the time for you to really, really, really shine. You have to be creative. Okay? Be your own person. Do not copy someone, do not steal from someone. Do not plagiarize, okay? This is the time to really tap into your creativity. It's really tap into who you are, your soul, what's happening for you. And I know that some people may be panicking, right? But if you can really go inwards, right?

And focus on the interior part and just what you're creating, you're going to get a hell of a lot further faster than trying to copycat with somebody else's doing. So guys don't do that. And if you haven't watched my live stream or you have no idea what I'm talking about, definitely go either on my personal page. Yeah. On my personal page, I did a live stream in a post of someone who plagiarized and stole one of my newsletters and why I felt the need to call that person out and what the know. That's what not to do in your business right now. Now what to do in your business. So I actually came up with like the thing called the quarantine clean. We have a lot of time on our hands and I feel like the last two weeks have kind of been like, okay, we're getting into the groove.

This is kind of cool. This kind of sucks. I dunno, we all kind of have like our own little thing going on. Right? But I feel like now as we're entering like the third week and for some people it's the fourth week. Now the time like this is legit, like this is really happening. What are you going to do with this time? Right? Are you going to just let it fall away? Are you going to hide? Are you going to watch TV the whole time? This is like a great time to learn a new skill, learn a new skill or a new platform. I actually started with tick tock, I'm not going to get into the whole thing, but I actually started with tick-tock and I totally became obsessed like over the weekend. And think of a new platform maybe that you want to learn. So maybe your whole business is based around Facebook.

Maybe your whole business is based around Instagram. Now it'd be a really great to kind of diversify and say, okay, well you know, Facebook is really cool but Facebook is also very overloaded. I have been wanting to start my YouTube channel, now's the perfect time to do that. Right? Or you know, I've been really wanting to leverage my Instagram and get people to follow me over there and buy from me over there. Great time to leverage that opportunity. So my number one thing aside from creating and looking internally and really getting in touch with who you are, is to just learn a new skill or learn a new platform. Really think about like what is the thing that I want to learn most? Or what does the thing that I want to do most that's going to help me? And once this is all over and everything starts to kind of go back to normal, what does that thing that I want to have mastered?

The thing that I would have want to have dominated while I was in the corner. Okay. Quarantine cleanup. So I love this one because we're just getting inundated with stuff, right? So this is a great time to clean out any emails. So maybe people that you are subscribed to that you don't care to listen to anymore or it's not relevant anymore. Definitely not mine. If you're on my list, stay on my list, but unsubscribing, clearing your desktop saved posts and Instagram and Facebook. I have a ton of those. I don't know about you guys, but I have like probably hundreds of saved posts in Instagram and Facebook. So for me it's going to be okay, I'm going to clean this shit out, right? Because I think there for a reason, but is that reason still relevant right now? Do I still want to know what this thing is?

Do I still want to connect with this person? Do I still want to learn this thing? So that's going to be a really great thing for you to do as well. Now next 30 days is for sure going to make or break a lot of people. I honestly believe that I had this conversation earlier today and I really feel like the next 30 days is going to make a break. What happens in your business in the next 60 days after that, 90 days after that, you know what I've noticed is that people are looking for a solution. People are looking to a solution to a real problem. People are really thinking about and wanting to and actually doing investing in higher ticket stuff. So I noticed that a lot of people who are selling small things like \$27 things or you know, low cost memberships or low cost programs cannot sell them right now and you would think, right?

You would think that because of quote unquote what's happening in the world, that people are going to go for something that's cheaper, that people are going to go for something that is less expensive and that's not the case because what's happening is that the people were attracted to those things in the first place are attracted to those things because most likely they don't have the money to spend and so

now it's even worse and now they don't have money to spend at all. Even if it was a \$27 thing. Right? They're either stepping up or they're retreating, right? This goes for no matter what industry you're in and what you see with your clients, okay? They're either stepping up, but they don't want the small solution. They don't want the thing that is just going to be a bandaid for their problem. They're looking to really go to that next level.

They're looking to really rise and they're looking to really lead. So that's why people aren't buying into the small things. Right. And even when it comes to like, you know, my own business, what I noticed is that people who are in my lower cost memberships are not able to pay them. Those people aren't able to pay. But meanwhile, I have people in my inbox right now, I have like 10 people that I'm going back and forth with right now for my one on one coaching and my 10 X lab. So like you would think logically, that doesn't make sense. Don't sell something high ticket. But the reality is guys, as long as you can create an actual solution to your client's problems, then you're going to set, you're not going to be worrying, you're not going to be struggling, right? So really, really think about that.

I just actually had a conversation with someone earlier who was like, I have a \$27 thing. It's not selling. And this is why, because people want something very specific. People want something that is a need, a necessity, a real solution versus something that's just fun, a nice to have or a bandaid to their solution. Okay. So really what you want to do in this time, what you want to do right now is to reevaluate your offers, reevaluate your offers. You may even have to reevaluate your entire year. I know for me, that's one of the things that I'm going to be doing today. I don't know what's gonna happen. I don't know when this is going to end, but I know that you know, my original plan for the year is, is changed a little bit, right? So reevaluate your offers. Where are you currently offering that?

Maybe you need to either shift the messaging around or shift the support around so that you can actually serve your clients. The ones that want to rise up, the ones that want to invest, the ones that are going to keep going, right? Because if you stay where you're at or you continue to do what you're doing and your people just aren't rising up, then you're going to be in big trouble. You're going to be a big trouble in the next 60 to 90 days, right? Like right now, it's all fun and games. It's great. I've worked from home anyway. It's no big deal, but the reality is if you don't shift the way, not only that you are marketing to people and promoting to people, but if you don't shift your offers to really serve people and meet them where they're at, it's going to be unsuccessful.

And I don't want that for you guys. I want you guys to rise. I want you guys to feel really good in your offerings. I want you to feel like this is exactly what my people need and whether there's a crisis going on or not. I know that I have the people who are wanting to invest, who are ready to invest, who are ready to go to that next level. This also might have to do with you upgrading your ideal client. So this is something I've worked with with my clients all the time. Can your people afford you? Do your people want to invest in your offer? Because that's part of it, right? It's not just about creating an amazing offer, but now it's like, okay, well who is going to actually buy it? Right? And so you really have to get the who down as well and know that, okay, I gotta make sure that these people can actually afford me.

Right. So like I said, this is just the trend that I'm seeing. Talking to a lot of my peers, talking with people who are more, you know, who charge like higher prices and consulting, they're having their best mom during all of this. During everything that's going on, I have offers that are very specific that solve specific problems that are actually going to help people. Right. It's not this like, Oh, that would be nice to TEDx my income. Oh, that would be nice to know how to master sales. Oh, that would be nice to know how to structure my offers. No, these are not, that would be nice things. These are, I need to figure this out and I need to do it now. So that way when this is over, or even while I'm going through it, I'm able to still maintain my business. I'm able to have a sustainable business.

I'm able to earn money, I'm able to help people. I'm able to create consistency. In my income. So this is really important guys. What you're doing over the next 30 days is going to mega, mega determine what happens to you afterwards. It's not a time to retreat. It is a time to invest. It is a time to step up. It is a time to rise up. And like I mentioned earlier, we're going to have to be creative with it. We're really going to have to be creative with it because if everybody now is like, Oh, I am ready to step up and I'm going to start posting on Facebook part times a day. And if everybody did not, you'd still would not be seen, right? So it's like, okay, now I also have to be creative with how I'm going to market my business, who I'm gonna market it to, what platforms I'm going to market, how am I going to actually going to stand out?

Now that everybody is like stepping up and doing whatever, like how am I going to stand out? What's going to make people want to click on me? What's going to make people want to buy from me? Because I can guarantee you guys right now, people are buying and they are selling very, very successfully. You have to be strategic about it. You really have to understand and know like what's happening in your business and how to shift and change that so that you can create structure so that you can call in clients. But again, it's not going to happen with a nice to have product or offer. It's not going to happen if you're just hosting or sending an email once a week. It's not going to happen if you're trying to stand out in a platform like Facebook where it's just fricking inundated like crazy. So we have to rethink what's happening, right?

We have to rethink like how are we going to do that? So that way in the next 60 to 90 days, we're good, right? So one of the things that I work with my clients on is creating that sustainability. Like, okay, how can I walk into the next month knowing that I already have \$10,000 in the books? Right? Because a lot of people wouldn't be struggling or wouldn't be worrying right now if they knew that for the next 12 months or for the next 10 months that they're set, that they have people that are going to pay them every month, that they have clients that are longterm, that they have clients that are honoring their word and and you know, signing up for longterm things. Cause I'm telling you guys, people aren't doing it. People are doing it. People are buying all kinds of stuff right now. If people are not in your inbox right now, then it's time to rethink that.

One of the other things too is like being around people who are going to let you up. What's going on in the world right now. Some people are very anxious, some people are very cynical, some people are very negative, right? And to be in a space where you're like combined to like maybe other people who are negative or don't see what you see, you know, that just don't understand, makes it also very, very difficult for you to thrive in your business. Get around people who are smart, who invest in themselves, who are next level. Because the more that I get myself around people who are next level, I'm going to rise to my next level. They're going to help me with my next level. Now's the time. Now's the time to step up. And what you do right now is going to determine, I honestly believe it's really going to determine the fate of your business.

Like I really believe that this is like this is what's going to separate the fakers, the, you know, part-time players that people who aren't really all in like this is going to determine that. So for those of you who know you're all in who are all in like you've got to step up and lead. You gotta step up and lead. Even if it feels scary, even if it feels like, man, I'm just getting all dressed up for this livestream and did my hair and you got my jewelry on and did my makeup and I'm not going anywhere. But I did it because this is who I am. Right? I lead, I show up, I'm the goddess, I make shit happen no matter what is happening around me. Now after this, I'm probably going to take off my jewelry and put my hair up or something, but I still need to show up and lead and you all need to show up and lead as well.

But remember what you're doing today. The decisions you make today are going to determine what happens to your business when this is over. So make sure that you're making the right choices. Make

sure that you're doing the right things, consuming a bunch of free content from a million different people. It's just a distraction. It really is just a distraction. So if you really are like, I know I need to shift my offers, I know I need to charge more. I know I need to get in front of different people. Then the tenant's lab is for you. So the tenants lab is where I work with people very closely in a coaching and accountability container where you actually get coaching from me. The way that I like to describe it is it's one on one coaching in a group setting. You're not getting lost with a thousand other people.

You're not getting lost with hundreds of hundreds. The people you know, I don't have coaches that are going to coach you. You're actually going to get the coaching from me. You're going to understand everything about your business. I'm going to know everything about your business. The group is intentionally left, pretty small. Everybody feels seen, right? Everybody's going to be feeling seen inside this program. The results from this program are just insane, so if you're looking for that next level of coaching and you're looking to like shit in the next 30 to 90 days, where do I want my business to be and I know that I need around it? I highly encourage you to check out the 10 X lab. Nutanix lab is just amazing. It is my favorite program ever with [inaudible]

uncertain times around the world. I want you to know that within yourself and what you're doing in your life and your business, you can have absolute clarity and direction and certainty with what's going on in your world. You have full and total control. If you are really ready to Uplevel and make those shifts and changes and make sure that you are fully prepared to have 2020 still be one of the best years of your business and just continue to create income and continue to create impact. I would love for you to head on over to the show notes@jennscalialia.com forward slash E 46 that is the letter E and the number 46 and there you will find just some show notes but also a link there to discover more about working with me in depth, working with me privately in the TEDx lab to really help you create a strategy so that you never have to worry again. You always have money coming in. So that is over@jennscalialia.com forward slash eat 46 and I want to make sure that you also come back for the next episode where I will be giving even more tips on how to grow and scale your business so that you are thriving versus just surviving. See them.

Let's keep this conversation going to join us in the private discussion group, the ambitious Bay, but 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 scalialia.com/tribe.