

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, welcome to familial the podcast for online entrepreneurs who want to create wealth and freedom with their business. So you were in the right place. If you're looking for the mindset and strategy to get them known and paid online, I am your host, Jennifer Fe, formerly Jen Scalia, success and mindset strategist for entrepreneurs who want it all, make sure that you join us each and every week. Well, you'll get a short 15 to 20 minute audio training on how to build wealth from the inside out.

You get a little bit of strategy, a whole lot 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 in today's episode, I'm going to be sharing the five things that you should be focusing on to get the most out of your business, to really create success and not be distracted with things that aren't going to grow your business. I'm really excited for this because I feel like this is the number one misstep for a lot of entrepreneurs, especially people that are just starting. We're focusing on the wrong thing. So feels like we're doing a lot of work. It feels like we're super busy, but we're actually not making progress. So without further ado, let's dive into today's episode. I have been focusing on five main things in my business, and I wanted to share that with you, because I feel like if you're not focusing on these things that you're going to end up overwhelmed, confused, you're going to, you know, really not get to where you want to be.

So number one thing is absolutely. And you've probably heard me say this a million times, but the number one thing that you absolutely need to focus on is your mindset. It can be anything. It doesn't have to be a journaling practice. That's what I do. That's what I have my clients do. That's where I share with everyone that I feel is really effective, but your mindset were can literally be anything as long as you're putting yourself in the right frame of mind. You have belief in yourself. You are, it's really just doing the things that you need to do to keep yourself in a high energy and a high vibe when it comes to your business or even your life. So mindset is crucial mindset, definitely for me, number one, across the board on anything. If you want to reach success, if you want to get to where you want to go, and you're not there yet, make sure that you're checking in with your mindset, make sure that you're doing some kind of daily practice or regular practice where you're actually putting focus on your mindset on your beliefs, on the things that you need to explore and fix and change to become a better person.

Right? So that's number one. Number one is mindset. Absolutely. No doubt, no question about it. If you feel like mindset, is it important? I challenge to look at maybe what you've created so far and your success so far and see if that really isn't alignment with mindset, not being something that's super important. The second thing is something that has been actually quite hard for me and something that it's been hard for me to, you know, commit to, but it's something that I know that the more I focus on it, the more successful I will be. So a lot of people want to do everything. I was one of those people. I wanted to create courses and mastermind and you know, one-on-one and speak and write a book. And I wanted to do all of these things, but I realized that I wasn't really great at all of those things.

I might've been good at them, but by putting my focus on so many different things, I actually was taking the focus away from the things that actually suited me best and played to my strengths. So it's so important to really find a business model that works for you. And so what I did was I really looked at the people that I admired in the industry, and I felt like, wow, I really love to have a business like them. What are they doing? Chances are they're focusing on really just one thing. And that's actually number three, it's going to be focused. I'll talk about that in a second. The reality is the business model that suits

you is the one that's going to create the most success for you. Because a lot of times we choose a business model that doesn't serve us, that doesn't play to our strengths.

That doesn't feel good. We ended up like resenting our business, hating our business, feeling overwhelmed, feeling burnt out. So really discover like what's that business model that works for you. Is it going to be you, you know, facilitating live events? Is it going to be you just being a content creator and creating books and courses and things like that? Is it going to be that you're working one on one with people or leading in person retreats? What is the business model that serves your zone of genius? Super, super important to get this clear and get this right? Because the more you focus on those things, the less you're going to have stress and all that kind of stuff in your business. So number three is focus. It's focusing on really one thing. It's really hard for a lot of us to do that because we're, multi-passionate, we like a lot of things.

We want to do a lot of things. We want to be all over the place. But the reality is, if you look at the people who are really successful, they specialize in one thing, they focus on one thing and they may have other projects and things like that going on. But the majority of what they're putting out there, the majority of what they speak on is about one thing it's around one thing. So it's super important to get clear on your focus that will help you be more successful. I think about what does this person do? I know exactly what they do. I know exactly what they focus on and they may have other things going on, but it all leads back to this one thing that they do, right? No, they're not making \$10,000 a month. They're making a hundred thousand dollars a month.

They're making millions of dollars a year because they've put all their time, energy and focus into one thing instead of spreading themselves thin and trying to do a whole bunch of things. You know, this is kind of my journey as well. It's really figuring out like, what do I need to focus on? How can I just really be present for like the majority of the things that I want to do, get rid of the rest, get rid of the rest of the stuff that doesn't really matter. That's isn't going to really make a big impact in the long run. And so that brings me to number four, which is delegation this again, I know may be hard, especially if you're a little bit of a control freak. Like I was in the beginning, you know, really outsourcing the things that don't serve. You outsourcing the things that don't feel good, outsourcing the things that you don't enjoy, outsourcing things that take you a long time, or just, maybe you are good at it.

Maybe you can do it, but why would you so really think about what are some of the tasks or what are some of the things that you're doing in your business that you don't want to do, or that you feel like you can just hand that off to someone else so that you can put your time, energy and focus on the other stuff on the mindset, on the business model and the focus, your one thing, and really serving and showing up for your clients. If you're busy spending four hours putting a lead page together, or spending three hours coming up with Instagram quotes and things like that, you're not serving your clients. Those things are not of service to your clients. They may help you a little bit with visibility, but the reality is if you can, you know, really focus on what's going to drive your business forward, that is going to make you more successful.

Then doing all of these little tasks that you can absolutely have someone else do. So delegation is number four and number five is content. And I talk about content all the time, because content is really the thing that introduces you to the world. It's the thing that lets people know that you are really great at what you do. It lets people know that you are the expert at what you do. It really lets people know that you can help them. So creating content means to be top of the list after mindset, but the creating of the content is super important as well. Because if you don't create content or if you're not actually communicating your value to other people, how are they going to know that you exist? Right? And yes, we can do this one on one. Yes, we can do personal outreach. But yeah, we can only reach so many people when we do that.

So if you want to reach a lot of people, you have to create content and you have to put your content out there and content can be anything. It doesn't have to be written. If you don't like writing, doesn't have to be a blog. It can be videos. It can be live streams like this. It can be a Facebook post. It can be a podcast interview. It can be a live audio. It can be whatever you want, but whatever that content is, it needs to position you as the leader. It needs to position you as somebody who knows what the heck they're talking about, because that's the first thing that somebody sees when they're introduced to your business. So it's either, you know, they are downloading a lead magnet. They see a video, they see an ad, something along those lines that content needs to position you as the expert.

So what are the five things that you really need to focus on to create longterm success, sustainable success. So, you know, I can talk about visibility. I can talk about monetizing and all that stuff. And I do talk about that. But the reality is if you focus on getting these foundations, correct, everything else is easier. Everything else will kind of fall into place. So number one was mindset. Having your rock solid, unstoppable mindset, to get you where you want to be having absolute belief in yourself, having confidence in what you do and really just doing a daily practice where a regular practice that puts you in the right frame of mind. Number two was business model, figuring out what you're good at, figuring out what your strengths are and creating a business around that. You don't have to do everything. I think that's a myth.

That's a lie that we've been told that we have to do all of these different things. No, we have to choose the things that feel best for us that serve us, that feeling in alignment with our strengths and create a business model that is around that. Otherwise you're going to burn out. You're going to feel overwhelmed. You're going to start to resent your business. So create the business model that works for you. Number three is focused, really figuring out what do I want to spend? Let's say 80% of my time on 80% focus on this one thing, what is that thing going to be? And you can have other projects, but the majority of your time, energy and focus should be on one main thing. Number three is delegation. Anything that does not serve you, that you don't like doing that takes you a long time, that stresses you out.

Go hire somebody to do it for you. There is people everywhere that want to help you that one to help take these things away from you, take them off of your hands. And there's plenty of amazing people that are available to do that. So anything that just stresses you out takes a really long time or that you just don't feel like doing delegate, delegate, delegate, give it to somebody else on your team, hire somebody else to do it. And I guarantee you you'll have more energy and more focus on the things that actually matter. And then finally it is creating content that positions you as the expert super important. It doesn't matter what the content is. It can be videos, live streams, blogs, lead magnets. Quizzes does not matter what the content is. As long as the contact positions, you as the expert, if you're not focusing on these things, or if you've kind of let a lot of these things go by the wayside.

You're going to have a hard time in the future. So prevent that right. Be proactive, focus on your mindset. Really get clear on what you actually should be doing. What kind of business model you should have and everything else will become super easy. I promise here's the thing too. Like once you have these things in place, it just is so easy, right? Because once you know what you're focusing on, everything will be around that once you know, what tasks to delegate and you know, you'll never be bothered with those tasks. Again, once you have your mindset practice in place, it's a habit just like brushing your teeth or taking a shower. So all of these things are things that I feel like people just skip right over and we forget. And then we're like, why is this so hard? Why can't I create content? Why am I not getting clients?

It's because we're skipping the foundation stuff I want to hear from you guys as well, which one of these five do you need to work on? Which one of these five do you need most help with? And I really hope

that now you have clarity on what you should actually be focusing on in your business so that you leverage your time and have more freedom. Isn't that the reason why we started our business anyway. So I would love for you to head on over to the show notes@jennscaliam.com forward slash E 56. That is the letter E the number 56. And I have a link there to my bad ass business blueprint. So in that PDF is where I literally break down all of the things that you should be doing in your business every day, the things that are a complete waste of time and how I schedule my time and how I schedule my things so that I'm able to work just four or five hours a day. So make sure that you head on over to Jenn scalia.com forward slash E 56, that is the letter E and the number 56 and get all of those goodies. Make sure that you also subscribe to the podcast. If you're loving these episodes and you don't want to miss a thing, make sure that you hit subscribe so that you can get notified of every new episode that drops.

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