

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 happen no matter what.

This is the million dollar business podcast. Here's your host, Jenna Faith.

Hello, hello, and welcome to the million dollar business podcast for entrepreneurs who want to create wealth and freedom with their business. I am your host, Jenna, a success and mindset strategist for entrepreneurs who want to start a movement and leave a legacy and build a seven figure business and brands. So you're absolutely in the right place. If you're looking for not only the mindset, but the strategy to get seen, known and paid online. In today's episode, I'm going to be riffing on how to create success, your way. There's so many changes happening in the online industry. I've been talking about it in the last few episodes. If you want to go back and listen to those really it's like, how do you set yourself up for your success? Your definition of success, not what everyone else is doing, just because that's, what's popular, just because that's, what's kind of going on in the world, right?

So I'm really excited to dive into this topic. Let's go ahead and get started. I once wrote a post that started like this, those who don't lead are destined to follow, and those who follow are destined to be broke. This is definitely a harsh truth, but there's a new reality. That's emerging online, where there's literally no room for copycats. There was a time when following a standard formula was going to bring in results and it was just super easy for everyone to just make it happen. The problem is people caught on and everyone was doing the same thing. And online entrepreneurship world got really noisy, really salesy and really, really saturated. In today's episode. I want to just dive into this concept and have you really just unprogrammed yourself from the and formulate your own version of success? The reality is you can't come close to really hitting those huge income goals without stepping into your role as a visionary and influencer and a change maker.

And that's why I start my podcast. The way that I do with my intro really dialing into like, who is this for? And who should be listening here, right? Because if you're just chasing your tail, chasing the next client, it will never end in success. You're going to be burnt out. You're chasing somebody else's vision and somebody else's goals and what you think you're supposed to do. Creating success your way has really been a theme in what I've created in my coaching business and what I bring onto my clients. Actually, I call myself sometimes the burger king business coach, because I say, you can have it your way, right? It doesn't have to be cookie cutter. It doesn't have to be a specific way. It can be, you know, a certain amount of hours that you want to work. Maybe coaching is just a piece of multiple things that you're doing as an entrepreneur.

Maybe you want to step outside of the box and do something differently, which is what we've been talking about in the past few episodes, but really looking at your goals of the income that you want to acquire the hours that you want to work, who you want to work with and putting that nail in the coffin as to like this, this is what I'm doing. This is the stand that that I'm taking and being okay with that. So an example of this is, you know, this is obviously the million dollar business podcast, and I have made multiple millions of dollars online in my coaching business. I also have other interests. I also have other places that I'm going to be investing my time and energy into to create more. Well at first I was kind of inundated with this, like, well, you have to go 100% into your coaching business and all your income has to come from there.

And all of your success is really predicated on the amount of income that you have. I know that you're feeling very familiar when I say this stuff, because that's the narrative that's going around in our coaching industry. And so I thought for the longest time, like I want a hundred K months, you know, I started, I want 10 K bucks. Then it was like, I want 50 K months. Then it was like, I want a hundred K

months. And then I really started to evaluate, why do I really want 100 K months? Or do I want it because I want to be able to say, I hit a milestone, two completely different energies there. Right? And so I really started to evaluate, looking at my expenses, looking at the different places that I wanted to spend my time and energy, looking at the different things that I wanted to complete in my life and in my business, I was like, yeah, obviously it would be nice to have millions and billions of dollars on demand, but do I really need to hang on to the specific goal when it has no connection to what I actually desire?

And I actually don't have big expenses. You know, I'm someone who likes my things, but I'm not all about the luxury. So I don't need technically to make a hundred thousand dollars a month. That was just an arbitrary number that I pulled from somebody else's version of success. So I kind of evaluated, you know, what do I need? What do I want? And then create a new income goals around that. Again, like I always say, that's never the end, right? Like every time you hit a goal or every time you hit an X level, or every time you hit a quantum leap, you're like, cool, you get to enjoy that. And you're always going to want something new. That is what happens when you're successful. That is what happens when you were ambitious. That is what happens when you were a go getter, right? But along the way, I really want you to tune into what your version of success is.

For some people, success to them is being able to never have to work a nine to five. Again, being able to be home with our kids, to attend the events with their family and enjoy their time off and maybe make \$5,000 a month or \$10,000 a month. For some people, success is \$10 million a year or \$20 million a year, or maybe it's some sort of impact or philanthropy work, but really dial in and connect to what is my version of success? What is it that I want and release the stigma and release what everybody else thinks you have to do release what everybody else is. Version of successes. If it doesn't match with yours, the reason why I'm doing this episode is because I just feel like it's so rampant within the coaching industry that we are just we're copycatting. We're just following the leader. Right?

So to speak, we want to be the leader, be the leader of your own life. Be the leader, be the person who is like content or happy with what you desire. Yes. Some people may want more. Yeah. Some people may want less. What is it that you actually want is an exchange of your soul or your time, your energy worth \$2 million a year. I had a coach once that was making, you know, I mean, she's probably making about \$10 million a year or more now, but she was making about 2 million at the time that we were working together. But this person was working literally 24 7. She was working from 9:00 AM to 6:00 PM every single day, including the weekends. And I just knew in my soul and what I was connected to was like, yeah, millions would be great, but not that way. I don't want to make millions having to work my off and be on the phone every single day.

I knew that that's not the type of success that I wanted. And honestly, I felt like it wasn't the type of success that she wanted either. You could tell. Right. Really think about that. Like, what do you actually want your lifestyle to be? What do you actually want your time to be consumed by? Who are the people that you actually want to work with and then create that right. Action. Put that into place and start to create the success, your way, whatever that looks like for you. Now, I know it's difficult sometimes for us to detach from the program and detached from like what everything else is happening and what everybody else is saying, but this is what you have to do. And really just look at your family, your lifestyle, who you are as a person, what do you actually want? You know, for me also, when I started my business, I had to, I had to change.

I had to transition from an introvert to a extrovert on demand. Let's just say after a while it was like, wait a minute. I still have these introverted traits where I need time to recharge. I need time alone. I don't want to be on all the time. I don't want to have to show my entire life and my lifestyle because I am a very private, right. So this is the kind of things that you want to think about is like, has your business caused you to pull away from like what your actual version of success is or who you actually

want to be, or who you actually are, and that it's pulled you so far away that it's just become going through the motions. Right? So really think about those things. It's really important because your clients and the people that you're going to attract are going to, they're going to be a part of that.

And if you're creating a business where you were writing, somebody's coattails, right, or resting on your laurels, it's not going to be fun in the end. It's going to come to a point where it all crashes and burns because it's not who you truly are. And it's not really what you want really think about it. What is it that I want? I am an advocate for journaling, to be honest, I haven't journaled in probably a couple of months, took a little break from that because I kind of also felt like I was relying on my journaling to create the life that I wanted instead of just living my life. I hope that that makes sense. Take some time with a pen and paper and really think about it. What do I want, how many vacations do I want a year? Do I want to be able to go luxury shopping?

Do I want a specific type of vehicle? Do I want a specific type of house or am I happy in contempt where I am now? Do I want to travel more? Do I want to do some philanthropy work or charity work, like really think about what you need, what you desire and is that even matching up with what you're putting out there in terms of the success that you desire to create, that is it for today's episode. I really hope that you enjoyed this, design it your way. That is your action step for this week. I always want you to take action on what you hear in these episodes. Really just figure out like, what do you actually want? What income do you actually want? What impact do you actually want? How do you actually want to live your life? And then start making moves to make that happen.

You can actually head on over to the show notes@jennscalial.com forward slash E one 12, where I have a plethora of links there in different ways that you can work with me and different ways that you can learn more about how to create the success your way. I also am enrolling currently for my mastermind, the 50 K club. This is for entrepreneurs who are at the 10 K plus mark, and really want to hit that consistent 50 K and the vine, it, your way, doing it your way, making that 50 K in a way that feels really, really healthy and really, really good for your soul as always make sure that you are subscribed to the podcast so that you don't miss an episode. And if you're really loving it, please leave me a positive review on iTunes. This will just really help me reach more people who are committed to creating incredible change and transformation in the world. As always, I will see you back here next week, where you'll get another quick bite episode on how 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@jenscalial.com slash tribe.