

In today's episode, I'm going to be sharing with you how to create a strong and powerful message that your ideal clients will resonate with so much that they will literally be running to you with their credit cards in hand. You don't want to miss what I have to share with you in today's show. There's a whole world out there.

There are people that need you to start about 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 in, 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, Jennifer face.

Hello, my gorgeous people. And welcome to meant for millions, the podcast or online entrepreneurs who want to create wealth and freedom with their business. You are in the right place. If you're looking for the mindset and strategies get seen, known and paid online, I am your host, Jenna fav, formerly known as Jen Scalia, success and mindset strategies 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 where 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 a healthy dose of tough love with 100% authentic, raw and real advice on how to navigate this crazy world of entrepreneurship. So do I have a show for you today?

I'm basically going to be walking you through how to create a powerful and strong message that resonates with your ideal clients so much that they'll literally be running to you with their credit cards. Look, I know that there is a lot of noise online, and I'm going to show you how to break that barrier, how to breakthrough and how to really stand out for your ideal clients. So let's go ahead and dive right in. I get so many questions from people about the clarity around their message and that they've just feel like they're not connected with their message. And I just see it all the time. And I was even at this point, a lot of times in my business, honestly, it really isn't about the logistics per se or like saying the right things. It's really more about connecting in with who you are and how that shows up in the world, how you're presenting that to the world.

So here's the deal. There is noise online, right? Lots of it. And if you can't find a way to stand out and attract your people, someone else will. So you have to have a message that really is so connected to your core, to your soul, that you can't help, but talk about it. You can't help to shout it from the rooftop. So you have to be really, really connected to your offer in love with your offer so much that you can't shut up about it, right? Same thing with your message. And I'm sure that you can see already how explosive things can be when you have the right offer and the right messaging and getting in front of the right people. So your message really has to seep into your clients, your ideal client's soul, right? That they find a way, any way to work with you.

Now, I know that I've seen instances where, you know, someone might tell me like, Oh, so, and so owes me money. But then I see that person spending like dozens or tens of thousands of dollars on a mastermind. And you know, it doesn't make sense from the surface, right? Like, Oh, how does that person not have money? Or how does that person owe me money? But then they're spending all of this money on mastermind. And it's because for whatever reason, they felt so connected to this other person and their message and their offer that they've found a way to work with them from this moment forth, there is no more chasing, okay, millionaires, don't chase, they attract and with a strong and powerful message, your ideal clients will be literally running to you with their credit cards in hand. The reason why messaging sometimes feels off, or like there's a lack of clarity around it is a few different reasons either.

You're trying to be someone that just people like, right? So it could be a little off from who you really are or a lot off from who you really are. The second thing is that you may be trying to filter your true self or

your true message as to not ruffle feathers. Usually this also comes with ego. Like I'm afraid of like what my parents will think, or I'm afraid of what my friends will think. If I post this, you know, that kind of stuff that's going on in our head, the third thing is trying to do and say things that you think will sell versus just doing and saying what you want. This is a huge one too. We get sometimes really caught up in like the logistics and how do I properly create my elevator pitch? And what line should I use here?

And how should I put these words together? And like I said, there's so many instances and so many examples and so much evidence of the people who just go out there and be themselves and do the things they want to do and say the things they want to say, and it doesn't make any sense, but they are connecting. They are selling, right. It doesn't make sense in the technical world of like, Oh, they don't have this in place. Oh, they don't have that in place. But it doesn't matter because their message is so powerful and people are attracted to not just their message, but that, so in today's lesson, I'm going to be asking you to just get really, really real with yourself and put some visibility fears aside so that you can begin to really get paid literally to be you. How awesome does that sound?

So I'm going to do a couple exercises with you, so it makes sure that you have a pen and paper, pause this. If you don't have it, go get one. And I'm going to walk through some scenarios and walk through some journaling prompts for you. Again, like we always do awareness, right? The more we're aware of the things that are happening and why we're doing certain things and how things are coming across, we can pivot and we can shift and we can change it. That's what we're going to do. So the first thing is on a scale of one to 10, how much of the true you are you being online? Again? I want you to be super, super honest with yourself about this. I am super available online. I show up online. I say things I want to say, but there's still a part of me that I feel like, Hmm, I'm only really like 80% my cell phone line.

Like I feel like I could be so much more. So I really want you guys to think about that. Like don't just jump and say, Oh yeah, it's 10. Like really think about it. Are there things that you have been holding back? So on a scale of one to 10, how much of the true you are you being online? So now we're going to go into some exercises or some journaling type prompts to kind of figure out what else is going on here. So the first question that I have for you is who were you before you got online? So before you had this public persona before your entire life was entangled on social media, and everybody can see what you're doing and you had to impress people and you had to get in front of buyers, who were you? Then second question is who are you with your closest friends, family, spouse, or children.

This is really telling because we want to be able to integrate our business and our personal brand with our life. And so there really shouldn't be a difference about who you are online and who you are at home. And I'm talking really just more of like the firing you, or maybe a little attitude or a little quirkiness, or maybe just some of your beliefs. Who are you with your closest friends, family, spouse, or children. What parts of you have you been hiding online? So here we're going to get really, really real. So there's kind of two parts to this question, or kind of like an either or for this question to make it a little bit easier for you to figure this out. What parts of you have been hiding online? If something comes up instantly for you? Perfect. If not, I want you to make a list of things that you've wanted to say online, but you haven't because of fear or judgment.

How many times have you caught yourself writing a post and then not putting it out there? How many times have you caught yourself writing a post or a newsletter and then changing it because you think people won't like this, or this will ruffle feathers, or this will make so-and-so mad. How many times have you just filtered yourself online? So try to make a list of all the times that you wanted to do that. And you haven't been, if you can get really specific about what it was or why that's also really, really going to be helpful. The next question I have now is what makes you feel the most vulnerable? So for sure, vulnerability is a trait of a leader. Someone that can be with themselves and understand where they are, share that with others in a way that evokes compassion and feeling and just being human.

Really like to me, when I think about being vulnerable, like that really just means, yeah, I'm showing you my human I'm showing you, I'm human. I'm not some super powered superhero online personality. Like I'm a real person. I've had to deal with this a lot with people like with personal things happening, you know, maybe their partner left them. They're going through a divorce. Something happens with their child, their pet passes away. I've actually seen that happen multiple times over the past like month. And it's really sad. And it's like, you fight with yourself over. Do I get to, or should I be sharing this? Should I be talking about this online? Should I be allowing this to affect my work? But reality is that our work is our life. So what makes you feel the most vulnerable next? I want you to think about if there was no fear, if fear didn't exist in you and you knew that you would be successful no matter what you did, no matter what you said, no matter what you tried, what would you say and do so fear was nonexistent.

What would you say or do, if you really knew you were fully supported, what would your message really be? It's another two parter question there. So the first question is if there was no fear, what would you say? And what would you do? And to tack onto that, if you knew that you were fully supported, no matter what, what would your message really be? Now I have a few simple exercises. You may have heard these before. You may have done these before, but these are two to three kind of things that I have for you guys. Just think about it, write it down. What's the first instinct. What comes to mind to just kind of get those wheels turning again? Like, where am I hiding? Where am I not being a hundred percent roll? Where am I not being authentic? Where am I, you know, filtering myself.

The first one is your billboard. So if you had an opportunity to have a billboard on a Los Angeles highway, where hundreds of thousands of people a day would see your message, what would the message say? Clear and concise. Do not overthink this. The first thing that comes to your head is probably the answer. Don't try to make it fancy. Don't try to make it pretty. What would you say? And remember billboard is not that big. I only have maybe one or two lines to get your message across. What is it? The next one's really similar. What would be on your gravestone? Two lines, maybe. What would it say about who you are to expand on this one a little bit? What do you want people to say about you when you're gone? This one can be a little bit longer. What do you want people to say about you when you're gone your legacy?

Right? And this is more of it. I don't want you to guys to think about dying, but I really want you to look at this from a different perspective. Like at the end of your days, at the end of your life, do you want people to just be like, she was okay? Oh yeah, I remember her. Or do you want people to be like, Oh my God, this woman was a Saint. She was an angel on earth. She helped so many people. She was amazing. She lived an incredible life. What do you want people to say about you when you're gone? And do you think that they would say that right now with how you're showing up presently today? So what do you want people to say about you when you're gone your legacy? And once you have that written out, I want you to look at it, read it, embrace it, enjoy it.

And then ask yourself, do you think that they would say this right now with how you're showing up presently? So for today's lesson, I've done this multiple times and a lot of my challenges and in some of my paid programs and it's the soap box video. So everyone should kind of know what the soap box is, right? It's like, if you were in a crowd, you got on your soap box, you had the attention of people for two minutes, just two minutes, 60, no, 120 seconds. What would you say? You have two minutes to say, what the heck you want to say or forever, hold your peace. One of my other mentors called this a guns blazing video. So if you were really to just come out and be like, I am here, I am drawing a line in the sand. This is who I am.

This is what I stand for. This is who I be guns, a blazing. What would you say in those two minutes? I want you to think about that, but don't overthink about it. Be real, be honest, be raw, be vulnerable. Share. What do you need to say? Say it connects with that. So that wraps it up for today's show. I want

to thank you so much for tuning in. And also this is something that I really, really want you to spend some time on, to really reflect on, really think about I've actually created a download with all of the journaling prompts from today's episode. You can actually head on over to JennScalia.com forward slash E 69. That is a letter E and the number 69, where you can download those journaling prompts totally free. And I also have some other goodies over there for you as well. If you are loving the show, make sure that you subscribe to the podcast so that you don't miss a thing. Make sure that you come back here next week, where you'll get another quick bite episode to build your business from the inside out.

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