

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, Jennifer Faith.

Hey, and welcome to the million dollar business podcast for entrepreneurs who want to create wealth and freedom with their business. If you're looking for the mindset and strategy to get seen, known and paid online, you are absolutely in the right place. I'm your host, Jennifer Success and Mindset Strategies for entrepreneurs who want to start a movement, leave a legacy and build a seven figure business and a brand. So I am coming to you today from a beautiful, lovely vacation, and it is much, much, much needed. I remember when I first started my business,

I would take vacations, but I would be typically working the entire time. And this time I'm really just enjoying my family, enjoying my son, enjoying my relationship. And it is amazing. So today's episode, I want to dive into what I'm calling the butterfly phase of your business. So if you have listened to the last few episodes, then you kind of know the direction that I'm going in today. And also if you haven't, you definitely want to go back and listen to those. So there has definitely been some transition in my business and there always has been, there has been moments in time where a transition needs to happen in evolution needs to happen. And I think what happens with a lot of people is we resist that. We don't want to lean into it. And so we start resisting and things start not working. So I just wanted to touch on today about how to really embrace those changes in those transitions to come out on the other end, you know, not feeling defeated, not feeling like you lost anything, but feeling like, well, I am definitely at my next level, right?

Because we get nervous or scared. Sometimes that we've done all this work. We have created a persona. We've created a message and now we want to shift. We want to change. And it just makes sense. Being in the personal development industry, that things are gonna change. Things are gonna evolve. Things are going to grow because you are growing, changing and evolving. So it absolutely makes sense that your business is going to do that. However, if we don't take it in stride and we really make it something that is negative, or we make it something that feels difficult than it is going to feel difficult. And it will feel like, oh my gosh, I'm starting from scratch and I'm starting all over. And I feel like I want to burn it all down. Some of you might be with me on that, where you have gotten to that moment in time in your business where you're like, I just want to burn it all down and start all over.

Right. And you don't have to, you don't have to. What you have to do is take a look at what's working. What's positive. What is feeling good? What feels in alignment with your soul, continue doing those things. And then the other pieces and the other parts of business that don't seem to be working so well that don't let you up anymore. That feel boring. Feel old, feel repetitive. Those are the things you want to either revive or replace, right? So really it is about embracing the transition, embracing the newness that is to come and also letting go of the things that no longer serve you as a person and in your growth fees and the things that no longer serve your business along with that is the ever-changing online industry and digital marketing. It's, it's changing as well. And so it makes sense for us to be in a position where we will also change that we will roll with the punches so that we're always staying relevant.

In the last few episodes, I talked about disrupting the market, doing something different, acting different, making different decisions and not being a follower, not being somebody who just wants to ride on the coattails of like what's popular, what's happening, right? But really just taking this more serious. If you listened to the intro of my podcast, every episode, I talk about someone who wants to leave a legacy, someone who wants to build a seven figure business and brands, someone who wants to start a movement, that's someone who is their own leader. And you being in your own leadership gives

permission for other people to not only quote unquote follow you, but also become leaders themselves. Your transition, your evolution allows for that. If you stay stagnant, if you stay the same, if you don't make changes, the business is going to go by the wayside anyway, because people aren't excited about what you're doing anymore.

You're typically not excited about what you're doing anymore. So it really is about embracing the change and everything that comes along with that, this transition phase in your business is to be something that is powerful. It is something that is going to catapult you into next level. If you allow it to, however, if you continue to resist, that's where the problems are going to come in. And so if you're in that space right now where you're like, I want something different, I want something new. I want to spice it up. Or I'm really wanting, ready to unleash parts of me that I have having unleashed before. I think you should do it. I think we should all just really, really embrace the power that is behind owning everything we are and everything that we desire to have versus trying to play the middle or versus trying to not ruffle feathers and just kind of take it easy, take it slow and not take the risk.

It really also is about risk. What I'm seeing, the people that are successful, the people that are making it, that people that you know, others are looking up to right now, they're taking big risks, you know, in order to create something, legacy, something that's going to live beyond your years and probably your children's years and probably their grants children's ears. It takes courage. It takes bravery. It takes being willing to let go of something that you've created so you can create something better. So if you're in that place, I encourage you to really sit and take some time and journal around. What are you actually desire? What does that look like for you? How are you going to get there? Maybe not how all right. Cause we talk about in the podcast a lot about how the hell doesn't really matter, but you know, I'm someone who very logistical.

So I do like to have some sort of strategy, but also knowing that the strategy is going to change as well is super, super important. So the transition phase in your business is a blessing. It really is something that I can take and inspire others with. So if you're in that position, do you not feel guilty? You know, feel bad, take a stance, look at what needs to go look at what needs to be. We turned up, whether that is something in your business, whether that is your own personality or your own things that you want to put out there that are shining through so that other people can follow your example. Now, the thing that I want to emphasize is that sometimes when we're in that transition phase, it feels like a lack stage where it feels like a little loss because you're kind of in the middle.

And when we're making a transition, a lot of times it's not, and we don't know it, you know, it's like, we're waiting for this moment to happen, but really it's a series of moments in time where all of a sudden you are that person. So you know the middle piece or like right before you have that breakthrough, it's going to feel like nothing is happening. It's going to feel like loss. It's going to feel like, am I doing the right things? And that's when you're going to get pushed, right? That's when you're going to question yourself, that's when you're going to doubt yourself. And most people we'll go back to the old ways, because that feels comfortable. What you want to do is to push through and get there to the next breakthrough, knowing that this is supporting you, knowing that this is preparing you for that breaks room for that next level of what's going to happen.

I always say right before a big breakthrough. Absolutely nothing, absolutely nothing. And then all of us, if you push through and you continue to have courage and bravery, you're there, you're on the other side, you're in the other transition and here's the thing. It never ends. So you're going to have this transition and you're going to have another one. So why not embrace it? There's no perfect formula. There is no, I have to do this. And I have to be this always, right, because it is going to change. If not, you're not growing. Right. And what do they say? If something isn't growing, it's dying. I've been there several times in my business where it felt like I just, I was uninspired. And it was because there was no change

happening. There was no evolution, there was no growth. And so if you're also noticing that in your business, like maybe you're like, I'm not really sure if I'm in a transition phase right now, but you're noticing that you're stuck to get bored or uninspired.

Then you probably, we are so really take note and take stock of what's happening in your business and what's going on now. Here's the thing you don't need to be in a lack place, or you don't need to be in a negative place or you don't need to be in a bored and uninspired place in order to have a transition, you could be in an incredible spot in your business and you're just ready for that next level. Right? So it doesn't always have to be something negative, but this is why we want to pay attention to everything that we're putting out there. We want to pay attention to how we're showing up every month we want to reevaluate, you know, what's going on. We're at the beginning of September. Now it is insane and crazy. Can't believe it. Q4 is going to be here before we know it.

End of the year. It's going to be here before we know it. So taking these last final four months of the year and really looking at what have I done previous to this year, what has worked for me? What can I light on fire? And what can I let go? So embrace the butterfly phase of your business because it is taking you to the next level. So that is it. That is what I wanted to share with you today. And I really hope you take it and embrace it. And action. It really look at what's working. What's not working, evaluate your launches, evaluate all of your programs, evaluate your marketing, evaluate your team, evaluate you, and how you're showing up. As always, you can head on over to the show notes where I have some goodies there for you. Some links to transcripts today's episode.

You can find that@jenscalia.com forward slash E one 10, that is the letter E and the numbers 1, 1 0. Also, if you're ready for that change. And you're like, I am a change maker. Hi, I'm somebody who wants to start a movement. I'm ready to leave my legacy. I'm ready to make an imprint that I encourage you to check out my brand new mastermind at 50 K club, also known as the now woman, which was our last episode. If you want to go back and look at that there, we're going to be doing some epic stuff together over the next few months. And really just working with women who are at a high level and want to get even higher women

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