

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 sure happen no matter what this is meant for millions. Here's your host, Jen Scalia. Hello, and welcome back to med for millions. The podcast for 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 strategy to get seen, known and paid online, I'm your host, Jennifaye success and mindset strategist for entrepreneurs who want it all, make sure that you join us each and every week, or you'll get a short 15 to 20 minutes.

Audio training on how to build wealth from the inside out. There is absolutely no room for 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 I am super stoked for today's episode, where I'm going to be talking about the hustler and the vibe. There's just so much talk in the online world about the way that you have to be, how you have to show up. And I think it gets a little bit confusing and I'm about to unravel all of that for you, and really explain how I've been able to create a sustainable and profitable business over the last seven years being online. So let's go ahead and get started with today's episode. Let's talk about the hustler and the vibe I created this concept actually pretty recently, I've been using the concept for quite some time in my business in terms of how I operate, how I show up the things that I sell and really just understanding the dynamics between balance harmony and flow.

And it wasn't until recently that I could actually like put this into words. So in the online coaching space, you tend to see coaches fall into one of two categories. So you either have that lean back, super woo, woo. All about energy, all about manifestation, let it happen, coaches. And then you have this other camp that is like very pushed forward. It's all strategy. It's all step by step. You've got to do it this way and only this way, coaches, right? So you kind of have those two camps and it gets confusing sometimes when you're online of like, well, how is the right way that I should be doing it? And you know, before I really dive into this concept here, I want to just first say that the way that you feel called to do it is the way that you should be doing it anytime in your business, where you feel like I have to do this, I should be doing this.

This is the way so, and so does it. And it must work anytime. You're that head space, you're going to crash, you're going to fail. It's not going to work, whatever you're trying to do. So we always want to listen to our intuition. We always want to listen to our inner guidance. We always want to pay attention to our body. We want to pay attention to our flow. We want to pay attention to like, what's going on. As we're doing certain things in our business, I have always fallen into like right in the middle of this concept. Right? So a little bit on the lean back, but also a little bit on the strategy. You know, it was kind of felt like, okay, am I doing something wrong because I'm not hustling my face off or am I doing something wrong because I'm working too hard or I'm being too masculine or I'm being too specific with the things that I have.

But I realized that there is a crucial importance to both like, you actually need to have both. You need to know when to like drop the mic. And then you also need to know when to lean back and allow things to happen. Because if we're too much push, push, it's actually reparing to our audience. It feels like we're trying too hard. It feels like we're trying to force something on them. It feels like we're trying to convince them or contrive a way for them to work with us. So sometimes the like very push, push doesn't work. But then also we can't just sit around and like cross our legs and sing kumbaya and hope that we manifest all of the clients and the money that we desire. Right. So it really has to be this powerful combination of both. And this is not exactly balanced because balance means an even distribution.

And that just isn't. So it's not like you're going to be 50% strategy and 50% push and then 50% manifestation and lean back. Like it's never going to be a balance. But what you want to do is find a harmony and find how you can be in flow with both of these things, because they're both crucial to the success and the sustainability of your business. So me personally, I'm committed to doing both. When I thought about this concept, I was like, how could I put this into words? Right? And the words that came to me were like the hustler. So obviously that's like the push I'm actually going to do the damn thing. I'm going to be a little bit masculine when I'm doing certain things in my business. And then the other piece was the vibe. So this is like my essence, my energy, how I'm showing up, how other people perceive me.

And some days it's one more than other, some days it's one and not the other at all. But I know that I can always get what I want by hustling and by leaning back. And the reason why I know this can happen is because everything that you do in your business is building upon each other. So the things that you do in your business and never about just one thing that you do, it's never about just one post or one email or one LightStream. It is about the whole range of things that you do and you have done, and they all build upon each other. So let's say that somebody new comes into your world. They're not just going to see one post and make a decision on whether they're going to buy from you or whether they're going to follow you or whether they like you.

They got to get the whole sense of everything. Specifically, if we're talking about how you're showing up online, in terms of what you're posting in your Instagram feed or stories, or live streams or Facebook posts or anything like that, you want to know for sure that people are going to be checking out your pages. So they're not just going to see that one post and make a definitive decision. They're going to go to your page and they're going to scroll and they're going to say, okay, what does this person have going on? So if they go to your page and you're just straight up strategy, straight up, like do this, do that. It's going to feel very heavy and it's not going to feel very attractive to them, but also at the same time, if you're too woo, woo. And you're too much about, Oh, just let things happen and super lean back and too much with the stories, but not really showing any of your expertise, then it's also not going to be attractive to them.

So again, it's this combination of having both, that's going to create the magic that is going to allow people to want to work with you. You know, I know that yes. When I do the thing, when I'm in my masculine, when I'm hustling, of course things are going to happen. But I also know that I can still thrive in my business simply by turning it up, like turning up the vibe and doing as little work as possible. Right. So it's not about every single day you have to do everything. Like I know some coaches teach right. Teach and preach. It's like, you've got to hustle hard. You've got to do all the things and you've got to do it every day and you've got to do it 24 hours a day. Like that's just going to lead to burnout. But also we have to understand that, know that our expertise matters as well.

And it's not just about the energy. It's not just about manifestation. It is about the action as well. So when I worked with my clients, this is one of the main things that I help them understand is like, what is their version of the hustler and the vibe, right? Because your version of this, it's going to be what feels good for you? What makes sense for your bandwidth? What supports your strengths in terms of how do I create this thing? Where, whether it is like being very strategic with your calendar, perhaps, or maybe it's like within one that there's certain hours of the day or certain times of the day where you're, you're in a little bit of the push mode, because there are things that need to be done, but then you're able to lean back specifically. When I talk about social media posts, I always say like, drop the mic and lean back.

What I mean by this is you're going to create an Epic post or maybe it's a live stream, or maybe it's a series of stories, a podcast. Yes. You're going to do the thing in terms of creating that piece of content, creating that piece of art, but you have to trust and you have to have faith that once you put that out into the world, it's already done. The energy's already infused. There's nothing you can do to like mess

that up. You can lean back, you're going to do the thing. And then you're going to put it out into the world. And at the same time, you're going to lean back. You're going to lean back and you're going to trust that you created the right thing, that the right people are going to see it and that the right people are gonna come to you.

That's really where this harmony in this flow comes in when you're doing in your business, when you're creating in your business. So I would definitely aim to create that sort of flow in your business. Like I said, for each person, it's going to be different. It's going to be different based on your human design, it's going to be different based on your bandwidth. It's going to be different based on if you are a writer or if you're the type of person that likes video, it's going to be different. If you're introvert versus an extrovert, all in all, this is about knowing and trusting yourself as well. But also knowing that just because you hustle your face off does not mean that you're going to be fully successful because the energy is where it's at infuse. Both of those too. See how it works for your business, understand that you can be maybe hustling two or three days a week.

And the rest of the days of the week, you do absolutely nothing and still have faith that you're making money and still have faith that all of the seeds that you dropped and all of the emails that you've sent, or all of the posts that you've created are doing the work that they have created a portal for people to walk through the thing that just really kills so many people in terms of how they show up online and the things that they post is the mistrust. It's the doubt. It's the, I feel like I have to do something in order to make this work versus trusting that you're doing was in the creation, which actually to me, there's not necessarily even a very masculine thing when you're in that creation mode. Like obviously there's different things that have to be done in your business in terms of tasks and things that you might have to check off your to do list.

But like when you're in the creation mode, that is the flow. So for example, like when I work with my clients or I am recording a podcast, or I am creating an Epic post or newsletter, yes, there are things that I might have to do. Like I might have to schedule the post. I might have to upload this into my WordPress. I might have to send the email out and come up with the list, then copy and paste it. Like those are the doing things, right? All of the doing things, by the way, you can totally outsource, I will do another podcast on outsourcing and how to really leverage your time. But those are like the doing masculine things. But when I'm actually in that creative mode, when I'm writing, when I'm channeling, when I'm doing a live stream, when I'm, you know, facilitating a group coaching workshop, I am in the flow, I am in the creation and that's actually not very masculine like that is just being in the flow and being an allowing and being in the feminine.

So really just understand for you and your strengths and, and who you are as a person, like where are you can move in and out of these two different modes where you can move in and out of the hustler and the vibe. So that way it feels good for you. It feels like this is exactly what I need to be doing. You trust yourself. And when you can go in and out of these two, you won't burn out and you'll actually make more money. So just to wrap it up, we want to be in both the doing and the being. It's not just one or the other. If we go too much into just doing or too much into just being, we're not going to really make any progress, we're not going to really make any headway within our business. So we've got to figure out for you uniquely where your hustler and your vibe stand, and where are you going to lean back and where are you going to push forward?

It's going to be different. It's going to be your own unique thing, but just know that you don't have to hustle every day, 24 hours a day to make it. And you also don't always have to just lean back and let things happen. You do have to take action. You do have to take that aligned flow and aligned steps towards the things that you actually want. I really hope that you got a lot out of this and you can see how to now apply this to your current business model, and maybe even moving some things around so

that you can create that balance, that harmony, that flow within your business without feeling guilty and also without burning yourself out. So make sure that you head on over to the show notes@jennscaliam.com forward slash E 58, that is the letter E and the number 58 as always, there are some goodies over on that page.

If you really want to learn how to apply this correctly and really dive into a business model that works for you. I invite you to check out the level up lab. This is my exclusive group coaching program, where I help entrepreneurs who want to consistent five figure months to create a business based on their strengths to create a business that is sustainable, that's long lasting and that's profitable. You can also find that link over on the show notes and make sure that you come back for the next episode where I'm going to be talking about the 10 online coaching commandments. A while back, we did the 10 launch commandments episode, and this is diving even deeper into how to really navigate this ever changing online world, and really stand out with your presence and create transformation, create an impact with the people you are meant to serve. So I will see you back here for the next episode, make sure that you hit subscribe on this podcast so that you don't miss an episode. And I would love, love, love. If you could leave us a review and let us know how you're enjoying the show, what you want to hear more of. I am just super thrilled to get this podcast into the ears of more amazing ambitious entrepreneurs

Here. Let's keep this conversation going to join us in the private discussion group, the ambitious Bay, but where ambitious driven online entrepreneurs go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at Jenn scaliam.com/tribe.

[inaudible].