

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 met familial, the podcast for online entrepreneurs who want to create wealth and freedom with their business. You are absolutely in the right place if you're looking for the mindset and strategy to get them known and paid online. I'm your host Jen Scalia, visibility and mindset strategist for entrepreneurs who want to leave a legacy each and every week. You get a short 15 to 20 minute audio training on how to write, build wealth from the inside out.

In this show, this particular episode is a little bit different than our usual format, but I am so, so excited, so, so thrilled to be able to do this for you. So we have over a dozen, seven figure female CEOs who have given their advice. I asked each one of them what was the one sales mindset or leadership strategy that really took you over the edge that really took you on that path to millions that put you on that path to millions. The responses that I got from these amazing women were incredible, super, super incredible. So I highly recommend sitting down with a notebook and a pen and taking some serious notes, really listening to what these females have to say because they've done it. They're walking the talk. They each have created seven figure, multiple seven figure businesses, and they today are going to explain to you how and what that one thing was that puts them over the edge. So without any further ado, let's go ahead and get started with today's episode. Let's hear it for Katrina. Ruth from the Katrina Ruth show.

Hi, it's Kat here from the Katrina Ruth show. And I'm so excited to share my answer to this question. So the one breakthrough that most led to me creating millions of dollars in income, but more importantly during it from and from flow and where I really just get to wake up each day and be, you know, the crazy creator top mess person that I am and just kind of followed the bait of my own job, realizing that I was already there in terms of being the leader, being the person who I saw myself as one day becoming. So I think women and men like us, we've always known that we're different and we've had that feeling inside of us, a big bone for more and that we're going to live a different life and be extraordinary. But one thing that we commonly do is we really believe this story, that that's something that we need to work towards.

And that one day we'll be there, one day we'll have the skills or one day we'll have proven out sense enough for one day people will perceive us in that way. And one day we'll, you know, have worked our way to becoming that person. And so for me, the breakthrough was just a moment in time, way back in 2012 when I observed how different mentors and leaders that I looked up to are behaving online and I suddenly just realized, huh, I actually already have all of that inside of me and I'm just not claiming it from an energetic standpoint. And in that moment I just decided to appoint myself as the leader who I knew I was one diamond to become. I knew that I already had the message and the knowledge within and that I could help people in a huge way, but I just wasn't owning it.

I was continuing to put it up on a shelf and on a pedestal in my mind and say, well, this is something that I'll one day go to and then I'll be good enough and then I'll be growing up enough and then I'll be professional enough. Or then there'll be a proper [inaudible] entrepreneur and lots of different things. And so I just decided, I decided to become that person. Now. I decided to start acting from the place of where I wanted to be rather than continually having a mindset or a belief and even a strategy that I had to act towards it and literally within a matter of weeks, my income blew up. People seem to know who I was. It was like my name was everywhere. All of a sudden instead of being one of kind of a sea of masses and my business just went from strength to strength since then and now consistently makes millions of dollars a year and the old side of it, that realization that I'm already who I think that I one day need or want to be of course action full of that and doing the work. But once again, it's all a matter of,

well, if I knew I already had the permission and was good enough and I truly decided that I'm not personnel, then how would I be showing up today? And that's my message to you. I hope you find it helpful. Have an amazing nurse that I rub you are in the world and don't forget life is now press play.

Stephanie Schultz, founder of courageously confident. Hey guys, I am Stephanie Schultz, the founder of courageously confident, the online and offline community for women to truly step into their power and not let excuses hold them back from living the life of their dreams. I am also a business coach. I help women build online personal brands to the power of organic, social media and sales. There was a moment and many moments over and over again that continue to build this shift in my life and in my business. And it's when I realized that my belief system is everything. So if I truly, truly, truly deep down believe that I can be extremely happy, wealthy, be of service to people have so much fun while I'm building my business, then I'm going to live a life that represents those core values. And that's what I do. And that's what I started to do, you know, two years ago.

And as I continue to do this in my life and in my business, I have fun and I'm happy and I'm healthy and I'm positive and I lead from a place of service and desire. And at the same time I'm building more wealth because people are magnetized to positivity, to happiness, to realness, to rawness, and so when I truly, honestly just stopped giving into my bullshit excuses and the old belief system of I'm not good enough and I stepped into the power of I am Stephanie and Schultz, I can do this. I have a purpose. I can change people's lives, I can help women and I attract strong women who want the same thing. That's when it all shifted. It wasn't a strategy, it wasn't as step one, two, three. It was a belief system and constantly working on this belief system because it's not something that you just learn one day or you snap your finger and you're there. It's something that you constantly have to work on. That is what is going to take me further than where I am now and it's going to help me lead my clients even more powerfully than than what I am doing now.

Selena Soo, creator of impacting millions. Hey there. I'm Selena Soo, creator of impacting millions. And I'm so excited to share the number one skill that has put me on the path to millions. And for me that is relationship building and specifically leaning on my network. You know, so many entrepreneurs are afraid to ask other people for help. They feel like if they ask for something, they are going to be seen as a nag, that they're going to owe someone something that they are inconveniencing someone. And as entrepreneurs, you know, the truth is there are so many things that we need to figure out in our business. There are so many challenges, there are so many opportunities. And I really find that making the most of your network in terms of getting advice from them, connections from them really changes everything. And there is that saying that it's not about how many resources you have, but how resourceful you are that really is going to indicate your success.

And so I just, you know, having been in business for several years now, there have been so many challenges. There have been times where I've wondered, okay, where's the money coming in? Or maybe there is a lot of money coming in, but I'm also spending a lot of money and just having to figure out how can I keep things afloat? How can I keep on growing and expanding and serving more people? You know, one of the things that I tell myself is I'm someone who invests in my network. I am someone who will never give up. I am someone who is smart and intelligent and I've got all these things going for me. So if I can't do it, like who can? And so just that belief in myself that, you know, I truly will do whatever it takes. And the foundation of that is knowing that I've taken the time to build that incredible network of people that care about me, believe in me, that want to support me and help me succeed. And I just truly believe that behind every opportunity you want, there is a person that can give it to you, whether it's introducing you to a big client, hooking you up for a major media opportunity, or helping you solve that they challenge. So I just really encourage you to continue to invest in your network, receive support, and

just know that you know when you take the time to build that incredible network of support, you'll always have people who have your back. Amanda Daley, business mentor for wellness entrepreneurs.

Hey Jen, thanks for having me. My name is Amanda Jane Daley and I'm a business mentor for wellness entrepreneurs and my business has been making seven figures for over three years now. The one shift that put me on my path to millions was definitely an unraveling folks, money beliefs and working on my wealth consciousness like an Olympic athlete. A mentor said to me many years ago this one story that stuck with me that Olympic athletes don't just wake up as the best in the world. They train for it. They're in the gym at 6:00 AM every day or over and over and over again or in the pool or whatever that might be. And I really took that to heart the year that I worked really consciously on my money story and I really treated it like that. I believe there are three parts to rewiring our money mindset or our money stories and these are the three aspects that I worked on then and that I continue to work on to this day.

Step number one is expanding our current beliefs. Actually looking for beliefs that are outside our maybe current reality. For me, this comes through reading. I love reading books about money, wealth, consciousness, books. I particularly love a lot of the classics, but there's also some amazing new books and I always have those when I'm going through an upper level of my money mindset, I always have them like all my order bill or you know as I'm going for walks and reading and highlighting and studying those books, I find that that pace should actually trigger you. You're looking for the beliefs that you don't currently believe and then questioning them like what if they were real and what if I didn't realize? So that's step one, expanding the belief stick to, I find it super important to spend time in meditation, really getting into a much higher frequency energetically than my everyday state and that helps to bring in these new beliefs helps to really step out of maybe our stagnancy and in the way that we've been and start to actually practice being the feelings that we want to be when we are in that more abundant and open frequency.

And then step number three is writing into a new reality. So for me, this looks like mantras, journaling. I'm a big journaling fan and really like recreating the story of how I want it to be. I see it as like recreating a new identity each time through the paper, through the pen and paper and continuing to go, you know, until I am realigned to that next level of my wealth consciousness. So those are my three steps that put me on my path to millions and I hope that that is super inspiring for others to do the same. Thanks Jen.

Melanie Ann layer, founder of alpha FM, she who leads. So I would say

the three top things, cause it's too hard to pick one thing. It put me on the path to millions of three things in sales. What I learned is that there's a very distinct way that I like to buy and I realized that we attract who we are in life. So the best, most extraordinarily fun way and the most integrity way to sell would be to sell the way I like to buy. So when I got really clear on what makes me shop, what makes me buy, what makes me excited, what makes me feel good about spending my money, a lot of money with an effortless yes, a hell yes. Then all I did is reverse engineer the process and create a buying experience for my clients that felt the way I like to buy wood. That simplicity, that ease, that just joy and excitement and good vibes.

That's how I created the sale and my business the way that I love to buy. The second thing is leadership. What part of my leadership really took me to this journey to millions. And I would say that leadership is all about leading ourselves first. Even in my brand, the alpha fem brand, it's she who leads herself so often. Before I got, I really got this, I tried to lead other people and help other people and push other people and teach other people all the while struggling to make it work for myself. And it just never quite felt the way it feels. Now I can only help people calibrate to what I have already achieved. I cannot lead someone past my point of excellence. I can't lead them there. I can teach them there, I can speak them there, I can point them there, but I can't lead them there.

So what I really started to embody in my life is she who leads herself. I lead myself. The world responds, I lead myself. People respond, I lead myself. I go first. And the universe responds. And the last and final thing is a mindset thing. I want to create limitless wealth over a lifetime. This isn't just about a few short lived extraordinary months. This isn't just about a few years of being rich. This isn't about a short term success. This is about becoming the kind of woman who creates a legacy in the world, limitless wealth over a lifetime. And for that, what I've got to remember is that every single piece of my story is building my lifetime and that I'm learning in every single moment, whether it's, whether it feels good and whether it feels bad. It's part of the story. So I live my life the way I'm going to want to tell the story in hindsight, and it's been like this for years for me. No matter how hard it got, I always thought one day I'm going to tell the story. So how do I want to tell it? One day when I'm a multimillionaire and I look back and I tell this story, what will I want to say about this? How will I want to tell the story? So this isn't about temporary success and it isn't about making a lot of money today, although it's fun to make money today. This is about wealth. Over a lifetime.

Jennifer can see, Oh, of master brand Institute. This is Jennifer Kem, CEO of master brand Institute. And the one mindset sales or leadership skill or breakthrough that put me on a path to millions is getting honest with what I'm not good at. I was always that type person growing up and even early in my career that was the Maven people came to me to ask me a lot of questions about how to launch something, how to find a winning idea, how to turn that idea into money. And those are the things that I was good at, but the things that I wasn't so good at, we're keeping that money and growing that money into not just revenue but wealth. And so the leadership breakthrough that I needed to have was get really honest with my desire to have, not just money but wealth and to leave wealth for my family. And in order to do that, I needed to check my ego at the door and look for mentors and advisors in the area of finance that could help me grow my money. It was because of that that I bounced back from the recession in 2008 losing all my money to now not just having a company that's earned over \$25 million over the past decade, but also now have wealth that I can leave my family and also enjoy now

Elizabeth Purvis, creator of feminine magic, Hey, it's Elizabeth Purvis, creator of feminine magic and highest level manifesting and my million dollar breakthrough came of course by way of a mentor and I'd paid this guy \$20,000 for a four hour VIP day and I thought he was going to help me with all the strategy, which is hilarious because this person is one of the top income breakthrough mentors in the world and it's all about mindset and beingness, right? Anyway, he asked me a question. He said, what are you hiding? And it stopped me up short. It literally took me five minutes to answer the question, what am I hiding? I'm not hiding anything, but I was hiding. I was hiding something big and while the specifics of that thing aren't important for this conversation, what is important for your breakthrough is this. If you want to make millions, you must be willing to be fully self expressed as you money is a very creative energy.

It is an expansive energy. It does not arrive in great amounts to those who are contracted, meaning it's not going to come and the numbers that it could come to you until you're fully expressing yourself and being who you really are. Now, full self-expression is not just about look at me or being visible online, though it is about that full self-expression involves healing all the things that are keeping you from fully showing up in the world and then making a choice to show up in the world. For me, that question of what are you hiding led to me healing the number one pattern that was not just blocking the money but was really ruling my whole life. After I answered that question, I made \$1 million that year, but more importantly, I got on the path of the current expression of what I call your highest level transformation, your soul level work you're born to do and that's going to lead to 5 million, 10 million, 20 million and beyond. So what are you hiding? Where are you holding back from? Who you really are in our programs, we have a directive. You get to have it how you really want it. You get to have your business as you want

it. You get to make the money first though. You have to be real and be true to you in all areas. Amanda Steinberg, founder of daily worth and the author of worth it.

This is Amanda Steinberg here. Thanks so much for including me in your meant for millions and I appreciate your question about what does it take to break through that million dollar revenue goal. I've done it multiple times over the last 20 years and really what I've been doing in case you don't know me is I work at the cross section of digital and politics. Specifically in the last 10 years I have worked on the Marianne Williamson campaign for president. I built a company around women's economic empowerment called daily worth and I also was the chief financial officer of a company called revolution messaging. And the one thing that I became a master of that was really important in breaking through that million dollar line was email. I know that may sound ridiculous, but it's true. For the last 20 years I have been studying the mechanics of email. Social media is really important because you know, it allows you to connect with millions of people and a lot of folks around building businesses in terms of promotion and marketing and sales focus on social media. I've always been really, really focused on email because for me, email is the tool that I've been able to use over and over again to grow multiple companies, multiple organizations and political campaigns to create the relationships and the transactions that you need to thrive.

Sigrun Europe, fleeting business expert. From day one I thought about how I could scale and grow my business. I had been a CEO for 10 years before I started my business, so I knew what kind of business I wanted, but we all start from zero and I started like so many others with one on one coaching. I knew this was just temporary until I was ready to offer group programs, so I started with groups of six, but today I have a group program with 50 people, which we are currently scaling to 200 people with multiple coaches and once my group programs had taken off and replaced my one on one income, I could stop that and focus on creating a signature program where I currently have 500 active annual members. All in all. I realized through my path that I had created a framework on how to scale, which I call seven state to just off profitable online business, but this is how I was able to get to seven figures in less than four years. Jessica caber Lindholm, the founder of two living free. Hey, this is Jessica caver, Lynn's home, the founder of two living free and solid success and

I'm so excited to be here with you. One of the biggest practices and shifts that really put me on the path to seven figures is when I shifted out of being a sole for newer and just trying to bootstrap everything myself and shifted my mindset and my energy into being a CEO. And really how I did this. As I started getting clear on my vision beyond the vision and what I mean by this, as think about some of the goals that you have right now, and a lot of times we get really focused on the next goal, the next client we're going to book or the launch or whatever it is. But what I'd love for you to do or to invite you to do is to zoom out your perspective for just a moment and consider if that goal was already done, what would you now be doing?

What would you now be shooting for? What would be the next goal and if that were done, what would be the next big vision or goal that you have? When you go to the vision beyond the vision? What it does is it zooms out your perspective and it puts you in the state of being more of a leader, a CEO, a business owner, and then you get to start tuning in on who is it that I now get to embody to be this version of me? What are the actions that I could now take to accelerate this manifestation process and call in the big vision even faster? Because what I know to be true is that when you go for the vision beyond the vision and you start stepping into being that version of you, all of the little goals, the other pieces that you've been trying to make happen just fall into place naturally. I know this is going to support you so much and creating your big impact, doing your soul work and changing the world to living free. Natalie, a founder of access ally,

I'm Natalie Lucy. I'm the founder of access ally, which is the leading learning management system and membership plugin on WordPress for digital entrepreneurs. And one of the things that I think is responsible for reaching the million dollar plus Mark in our business is really focusing on the long term and the long horizon. So not just thinking, you know, what are we going to do this year? Where are we going to do next quarter? But really thinking about in the next 10 25 years, what do we want to be known for? What are we building? Who can we bring in to help us with that? So we started recruiting with that in mind and having people on our team who are with us for the next many, many years, hopefully in the long run. And what that helped us do is it helped us stop reinventing the wheel. And that was something that as a quick-start entrepreneur, I love creating new things.

I love, you know, having ideas and implementing them. But what I realized is that I kept kind of getting rid of the stuff we already had and I kept having to start from scratch in a lot of ways in our business because we would start new plugins or we would start new projects and new launches and new courses and things that we were selling can when we stopped doing that and when we realized, no, let's build on our foundation, let's continue to improve our core product, which is access ally and continue to take care of our clients and take care of each other as a team. That made the biggest difference. Those were kind of the big foundational things for us. So we started with taking care of those of us on the team, taking care of our clients and our partners and then continue to improve our products and processes. And from there the rest just kind of comes in and you know the millions come and obviously that's super simplified, but that was a big shift for us is to not try to redo everything or create new things, but to focus on improving what we already have and putting our new creativity into what we already have to sell. I hope that helps. Thank you so much for listening. Wendy Porter, Theo of both ladies mindset and crown for success.

Hello, this is Wendy Porter, CEO of boss ladies mindset and crown for success and we're the largest women's empowerment network for soulful CEOs on Instagram. What took me into the million dollar Mark in my company was letting go of limiting beliefs. I had a really tough time around money, some childhood beliefs that you know money is evil and you know it's a sin to have that much money. It's greedy to have that much money. You shouldn't have that much money and you should give away all your money. It took a long time for me to overcome that belief system. I was also taught that you don't talk about how much you make because you know, you don't want to seem egotistical or you don't want to seem arrogant or like you're Brad gang. So it took a while, actually. It probably took a good two years of mindset work to overcome those limiting beliefs around money and to step into a place of power and making no apologies for how much money my business was making and actually talking about how much my business is making, especially when you're, you know, doing 50, 60, \$70,000 a month for a while.

I didn't even talk about it. I remember even when my business hit six figures, I didn't say a word to anybody. It took me probably like six months before I moved to a place of, Oh wait, I need to let people know that I'm making six figures because how else are they gonna know that I can help their business make six figures? So that was my first milestone of kind of overcoming the money mindset block of, you know, don't talk about money. I remember, you know, even just writing blog posts about it was really uncomfortable for me to say that I was making six figures or multiple six figures. And then by the time that I got into making \$1 million in my business, I was completely over that. And I really truly stepped into my power and felt, you know what? Okay, I worked hard for this and I'm going to talk about it and I'm going to, you know, brag on myself like Kanye, but I'm going to do it with some soul and I'm going to not be ashamed of it and I'm going to step into all that power and claim it.

And really what helps me is knowing that the more money I make, the more lives I can change and the more impact that I can make. So I would say mindset around money was definitely my hurdle to overcome to reaching that million dollar Mark in my business.

I want to thank you so much for tuning in. I really hope that you got a lot out of this. I know I got a lot out of it and it's definitely something that I'm going to save and listen to over and over and over again. So I highly suggest you do that as well. I mean these are amazing, powerful women who have just shared with you the secrets, the secrets to making millions, the secrets to making a big impact in this world, and it's definitely something to take seriously. So I would love for you to head on over to the show notes if you are wanting to follow any of these amazing ladies and see what else they're up to. I'm actually going to have the links to all of their pages on the show notes@jennscaliam.com forward slash E 43 that is the letter E and the number 43 head on over there. Follow them, give them some love. Thank them for coming on and sharing their incredible with them, with you.

Let's keep this conversation going to join us in the private discussion group, the ambitious Bay, but we're 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](https://jennscaliam.com/tribe).