

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 focused fierce and financially free. Here's your host Jenn Scalia. Hey it is your girl Jen Scalia. I am coming to you today with a brand new episode but also a surprise, an announcement and something that I'm just super excited to share with you. It's been just about a year, just under a year since we launched this podcast focused fierce and financially free. What's happening is that over the last few months I have been going through a rebrand of my business of how I'm showing up online and that in turn created a need or a want or desire to also re brand the podcast.

So some of you may have heard me speak before about either a program or this idea of meant for millions. I woke up one day about maybe six months ago and I just had this idea, and this happens all the time. I've actually talked on previous episodes about how I have these downloads that come to me, whether they're a word or a phrase or an idea, and every time that I take action on those things, incredible things happen. So men for millions is something that came to me in the middle of the night and it just came to me so clearly. It came to me also in a journaling session and I really had no idea what it was. I was really enamored by the name, but I didn't know if it was going to be a course. I didn't know if it was going to be the name of my business.

I didn't know if it was going to be an event. I really had no idea what it was at all. But I, I just held onto it. I held it for about two weeks. I mentioned it to a couple of my friends and I said, I don't know what this is, but meant familias came to me and I feel like it's something really strong and really, really powerful. You know, after that couple of weeks is when I really decided that this needs to be my brand. Like this is my brand meant familiar is my brand. This is what I most desire, not just for me, but for all of the people that listened to my podcast, for all of the people that experience my work, for all of the people that learn from me online, I truly believe that we are all meant for millions. My mission has always been to help you create wealth and freedom with your business.

So what we have decided to do is to rebrand the podcast from focused, fierce, and financially free to meant for millions. It really, really defines me and my vision. It really, really defines my mission. I truly believe that this is what's available for the rock stars who listened to my show and let's just be honest, it's catchy as fuck. So it's a lot easier on the ears. It's a lot easier to say and it's a lot easier to remember, so I have to do this. This is where the direction of this podcast is going. This is where [inaudible] all of the contents of the podcast really drive to as it is. Anyway, I wanted to share some things that came up for me as I thought about rebranding as I thought about doing something different with this podcast so that you can take your nudges and your downloads and your inklings and the things that come to you and really help you make decisions that are powerful and make decisions that you know may feel a little bit scary but that are really, really courageous and that are really, really going to take your business to the next level.

So for me, this was really about trusting myself. I believe that trusting yourself in business is definitely one of the number one things that you can have because if you don't trust yourself, if you question your intuition, if you are always wondering if you're always having to check in with people, if you're always having to get validation or permission, it really means that you're just not in tune with your business. So when this name came to me, even though I didn't know you know that I was going to rebrand my podcast to this name, I knew it was something I listened to my gut. I knew that I needed to cultivate this until it came through to me exactly what it was. Another part of this is just kind of like rolling with the punches, so I talk about all the time how your business is a constant evolution.

The reason why your business is a constant evolution is because you are a constant evolution. You are continuously growing. You are continuously learning, evolving, and just being a better version of

yourself and so it just makes sense that your business is going to grow, your business is going to change, your business is going to evolve, your business is going to transition. It's a matter of you really being able to roll with the punches to be able to switch things up, to be able to go with those gut instincts, even if it feels like, Oh my gosh, I have been working on this thing for so long. So one of the concepts that I feel like really messes with people, it's this phenomenon called honoring sunk costs. So essentially what that means is that we work on something for so long or we put a lot of time, energy and effort into something, and even when it's not working out for us or even when it's no longer in alignment with us, we feel like we need to hold onto it.

We feel like we don't want to let go of it because of all the time, energy, and effort that we've put into it. I see this happen a lot in relationships. So people will be with a person for years and create a life with them and a family with them, and then all of a sudden, you know, once they realize this relationship is out of alignment, this relationship doesn't fill me up. This relationship isn't giving me all of the things that I need. Instead of honoring that they stay somewhere that continues to shrink them because they're honoring the sunk costs. They're honoring the time, the energy and the effort that they've put in versus honoring this new development of themselves. So this is, you know, the transition in the business is the same way. If there are things that no longer serve your business, if there are things that are no longer in alignment, if there are programs that you just feel icky about selling anymore, if there are, you know, ways or marketing promos that you're just like, this just doesn't define me anymore.

This just doesn't fit with the direction that I'm going in. I encourage you to have the courage to let that go and just be okay with things changing. Be okay with things growing and evolving and transitioning. I love a good transition. I have clients that come to me all the time and they've been doing things for many years and they will just be in a state of like, I don't know what's happening. I'm having an identity crisis. I feel like I'm starting over and for me transitions are a beautiful thing. The reason why I really believe that is because I believe that every transition and every evolution, it takes you closer and closer to where you're meant to be and this is for me what meant for millions is about it is about those transitions. It is about the evolution. It is about the amazing, amazing things that are available to us now with the rebrand on the podcast, not much is going to be different aside from the name.

We are really, really intentional about what high bring to you in this show, so you will still get, you're short 15 to 20 minute audio trainings. You'll still get the podcasts and the episodes on how to build wealth from the inside out. You'll still get me the sassy me giving you a little bit of strategy, but also with the mindset, the embodiment, the tough love, and just the real raw advice on how to navigate this crazy world of entrepreneurship. If you've loved the podcast so far, then keep listening because it is just going to get better. Like I mentioned earlier, my mission is to help you create the wealth and freedom that you desire and that you deserved and to really get you to a place where you believe that you're meant for millions. In my owning it, in my claiming this, I want you to own it.

I want you to claim it as well. My intentions with all of the work that I put out there, my intentions with my paid content as well as my free content is for you to take action. It's always for you to take action. So the lessons that you're going to get when you're continuing to listen to this podcast, the things that are happening for you, the lessons that I'm giving, I want you to take that and apply it to your business or your life immediately and that's the way that I've really designed the show. And so none of that is going to change. My intentions are still really strong for you to be able to [inaudible] listen to this podcast, get what you need to get, get fired up, get inspired, get motivated and to take action. I really just wanted to come here today and make this announcement, this very exciting, exciting announcement.

So you'll see some really cool stuff happening over the next week or so. I'm going to be doing some contests and some promos. I would love it if you would also head on over to iTunes and give a rating and a review if you haven't done so already. I will be awarding prizes to people who do that and just really,

really excited to get these messages and this podcast out to the world. In a much, much bigger way, making a much, much bigger impact because I know that what I deliver and what I'm putting out there is gold. It really, really is gold for somebody who wants to create and unbeatable and unstoppable and an amazing life and also the money to go along with it, right? And and just really creating a business that lights you up. So that's it for today's show. I want to thank you so much for tuning in.

I know it was a short and sweet one, but I wanted to really get in touch with you and connect with you and, and letting you know that this is the direction that the podcast is going. I invite you to join us next week, same time, same place for our very first episode of meant for millions. I also invite you to go on over to [Jenn scalia.com](http://Jennscalia.com) forward slash E 39 that is the letter E and the number 39 and over there you'll be able to see some fun graphics and new upcoming things that are going to be happening with meant for millions. So again, thank you for being here with me today and for listening and please, if you've gotten anything from this podcast, please leave a rating or review. Please leave a comment. Please share this podcast and let the world know I'm so, so, so excited for met for millions.

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 scalia.com/tribe](http://Jennscalia.com/tribe).