

THE

BADASS BUSINESS

BLUEPRINT



JENN SCALIA

A close-up photograph of a person's hands holding a smartphone. The person is wearing a purple long-sleeved shirt. To the right of the phone is a large, thick coil of purple rope. The background is dark and out of focus.

**DO THE THINGS IN
YOUR BUSINESS
THAT WILL
ACTUALLY BRING
IN THE DREAM
CLIENTS.**

THE BADASS BUSINESS BLUEPRINT

Welcome to the Badass Business Blueprint! This powerful guide will arm you with all the tools you need to create a business that makes sense (and money!) Never feel lost on what you should be doing in your business day by day... Know exactly when, how and where to market your biz, and... Finally stop wasting your time and start doing the things that will actually bring in the dream clients and the cash money. In this guide you'll find the answer to these questions and more:

- What you should be doing in your business day by day.
- When and how you should be marketing
- When and how often you should be selling
- How much time you should spend on creating content
- How much time you should be spending on social media
- What the money making activities actually are
- What activities are a total waste of time
- What should you be focusing on every day



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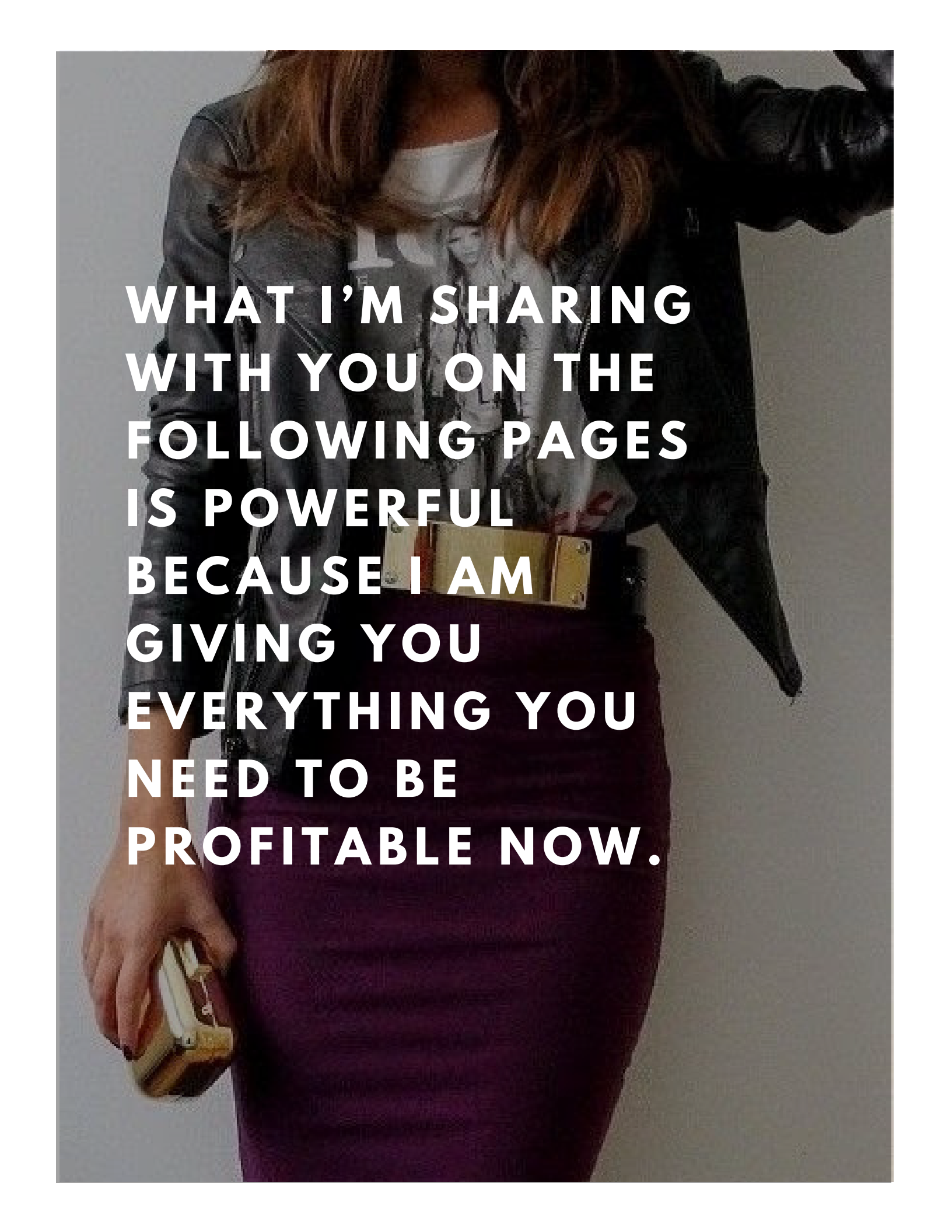
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A woman with long brown hair is wearing a black leather jacket over a white t-shirt and a purple skirt. She is holding a gold clutch bag in her right hand. The background is a plain, light-colored wall.

**WHAT I'M SHARING
WITH YOU ON THE
FOLLOWING PAGES
IS POWERFUL
BECAUSE I AM
GIVING YOU
EVERYTHING YOU
NEED TO BE
PROFITABLE NOW.**

WHY YOU SHOULD LISTEN TO ME AND EVERYTHING I'M SHARING IN THIS GUIDE...

A few years ago, I was just like you. I was working my tail off every day trying to make this entrepreneur thing work. I had an extremely slow start even though I was putting in tons of hours and working what seemed like nearly all the time including nights AND weekends.

It took me a full year from when I decided to become my own boss to book my first paying client. And from there it took me about another 6-8 months to start booking consistent clients and monthly revenue.

But once I got my act together, got into alignment and flow, and starting working on the RIGHT things, my business skyrocketed exponentially.

To some it looked like an overnight success, which clearly by what I laid out above it was not. But everything I am sharing here with you is what took me from \$0 in my first year of entrepreneurship, to \$35K in my first profitable year, to over \$535K in my 2nd profitable year.

I'm guessing you're no mathematician (and no offense if you are!) but that is a 1400% increase in revenue in ONE YEAR. Insanity! But is it?

Honestly, that first year I wasn't doing much of anything. I had a website and some social media pages but I had no clue what I was selling, in fact, I didn't even have a work with me page on my website! It's no wonder why I made no money- I wasn't selling anything! {Face palm}

What I'm sharing with you on the following pages is powerful because I am giving you everything you need to be profitable NOW. You don't have to make the same mistakes or have it take a long time... as long as you are working on the right things in your business.

And even better? By implementing these strategies, you'll actually find that you have MORE time than you thought to do the things you enjoy, spend time with your family and even take the weekends off.

Before we go on, I must warn you. As an entrepreneur, we tend to want to make things hard and complicated. And I'm telling you now it doesn't have to be. If you can make that mindset shift, you can create a business of ease and flow. So please, DO NOT try to complicate what I'm sharing in this guide. It's easy because it's allowed to be if we choose it to be. And the honest truth is that there are only a handful of things you need to be doing in your business on a daily basis and a TON of things you are probably doing that you don't need to be.

So without further ado, let's dive in!

BUT FIRST...

You must find your flow.

You must know what your zone of genius.

You must know what your preferred marketing methods are.

You must know how you communicate best.

PLUS you need to know what the heck you're selling!

Smart business owners know how to leverage TIME and stay in FLOW by only doing things in their ZONE OF GENIUS and that come easily and naturally to them.

They get more done, in less time. Get the right things done, move projects forward, don't get distracted and don't fall prey to shiny object syndrome.

And darling, that's when the money, the clients and the clarity comes.

So let's break those down quickly before we move on:

Your Zone of Genius:

What is it that you can do better than anyone else hands down? What is it that you can do literally with your eyes closed and your hands tied behind your back. What comes easily and naturally to you? Yes, THAT is what you should be doing. You shouldn't need a class on how to do the thing that's in your zone of genius. It should come naturally. You need to love it. You should never have to force yourself to do the thing you were born to do.

What are your preferred marketing methods?

Do you like social media, in person events, hosting workshops, writing blogs, doing video? You need to find and stick to 3-5 preferred marketing methods and dominate those. Stuck? Use the bonus document that was attached to this workbook- I've listed over 50 ways you can market your business and I'm sure there are a ton more!

How do you communicate best?

When you are sharing your message, your story, or making an offer, what's the easiest medium for you to get your point across in the most articulate way? Is it written, audio, video or in person. Choose the one that positions you as the expert and spend most of your efforts there.

For example, I'm pretty good at video and audio, I suck at in person because I'm a mega introvert, but I am a ninja when it comes to writing. I have been writing since I was a kid, so I know when I need to get a really powerful message across, I WRITE it. That's why I focus most of my time and energy on writing a daily newsletter and impactful Facebook posts, vs doing a ton of video.

What are you selling?

You've got to be crystal clear on what you're selling and to whom. You need to know your packages and services like the back of your hand. You need to be confident as heck in your pricing, in the value you bring and in the results that come when someone invests in your products or services.



WHAT IF YOU ALLOWED IT TO BE EASY?

What if all you really had to do was show up, share your message and let people know about what you have to offer (aka sell)?

When you know your zone of genius, your preferred marketing methods, how you best communicate and love what you are selling, it IS that easy!

The struggling entrepreneurs want to make it difficult. They don't believe it can be that simple.

And that's exactly what I'm breaking down for you in this guide.

Let's start with a bird's eye overview of what you should be doing daily, weekly and monthly.

DAILY

Messaging

This means sharing your message, bearing your heart and your soul, speaking your truth without fail, 100% you, every single day. This can be in any medium you desire, FB post, Instagram story, video, audio, newsletter, blog, livestream- doesn't matter - as long as you're doing it every day.

Creating and Sharing Content

Similar to messaging, but more formal, positioning content that positions you as the leader and as the go to expert - blog posts, value emails to your list, lead magnets to call in new prospects, tutorials, how to videos, etc.

Nurturing

Once people have engaged with you or your business in some way, it's your job to stay top of mind. You don't want to always go after new and hot prospects, you want to also nurture the people who have already raised their hands and said "Yes! I want to hear from you!" How can you stay top of mind? Daily emails, daily social media posts, regular messenger bots, livestreams in your Facebook group?

Selling

You MUST be selling or making some kind of call to action every.single.day. Now selling doesn't always have to look like straight up promotion or sales message. I also want you to think of selling yourself (like you're doing with the above actions), even encouraging some to like or share a post, comment, private message you, go to a link, etc. counts as selling. You can also set up passive selling through evergreen campaigns and ads or personally reaching out to a hot list of prospects.

WEEKLY

Face Your Money

At least once a week, set some time aside to review your finances, your goals, what money is coming in, what's going on and what you have available to invest. Most entrepreneurs bury their heads in the sand when it come to money, but the smart ones face it.

Follow Up

It's crucial for you to follow up with any prospects and leads on a regular basis. Choose a "follow up" day (Friday's are usually good for this) and spend up to an hour reaching out to people who have expressed some sort of interest in working with you or even following up with past clients and colleagues. You never know who might need your help or when, so be consistent with this and follow up on a regular basis.

Delegate and Delete

Recap your accomplishments and completed tasks for the week. Review what you spent most of your time on and what you may have "wasted" time on. Anything that takes you a long time or you just didn't enjoy doing, remove from your regular tasks and either delegate it to someone else or delete it all together. I recommend doing this on a regular basis until you've got your calendar and your weekly actions laid out and running like clockwork.

MONTHLY

Review Finances and Activities

Similar to the above weekly activities, you should be reviewing both your finances and regular activities every month. Scrap what's not working and put more time, energy and effort into the things that are working. There should be an ongoing effort to figure out and decide what's working and what's not in your business. If you keep doing the same things over and over again with little or no results, you will stay on the hamster wheel and never make progress.

Set Goals

It's crazy to me how many entrepreneurs I talk to that don't set concrete goals for themselves and their business. I think it's so important to set goals in two big areas: financial and projects. What is your financial goal for the month? Is it possible? Do you know what you are selling? Do you know what action steps you need to take to make that happen? Also, what projects do you need to complete this month? Is it evergreening a course, finishing your funnel, smashing it with your launch? Having really clear, defined goals makes progress so much easier. When you're out there all nilly willy not really knowing what's going on or why, you will get nowhere fast.

Plan Out What You Are Selling, When and To Whom:

This is something that can be done really on a monthly, quarterly, weekly or even daily basis. Because selling should be the crux of your business. You must be super clear and confident on your offers, the results you're selling, who you're selling it to and how you're selling it (launch, social media, personal outreach, affiliates, FB ads, etc)

Is that it? Yes that's really it. Remember, it gets to be easy if you let it.

My guess is that you feel like it has to be hard or complicated and you might think I'm off my rocker right now. You might be thinking how on Earth can I make tons of money just doing those few things? Well take it from someone who has generated over \$2M in sales in my online business. This is what happens when you are working on the RIGHT THINGS.

I also assume that you are probably wasting a ton of time on things that don't actually matter when it comes to booking clients or making money.

So let's recap and break it down even further:

WHAT YOU SHOULD BE DOING DAY BY DAY

Four things. Only. (Imagine that)

- 1) Messaging
- 2) Creating and Sharing Positioning Content
- 3) Selling
- 4) Following Up

I also include mindset work as a daily habit, but I didn't put it here because it's just a given. Like brushing my teeth, taking care of my kids or eating, the mindset work is just something I do and it's part of my life.

If you do these things every day consistently, you can't not make sales. Lots of them!

WHEN AND HOW YOU SHOULD BE MARKETING:

You must market in a way that suits you, that feels good, and that's easy and effortless for YOU. What's YOUR preferred method of marketing, what do you enjoy?

First you want to choose the medium: what is the BEST way that you communicate. Is it through written word, audio/talking, video or in person. You will want to choose a combination of all of these really, but lead with the one you're most powerful with.

Then you want to choose the platform: Choose the platforms and marketing methods that FEEL GOOD, that you enjoy and that you're on all the time. It doesn't matter if someone says this or that platform is "THE" platform to be on, if you hate it or find it to be a chore, it will never work for you. Ever.

General rule of thumb: choose 1-3 social media platforms, choose 2-4 other platforms outside of social media.

Bottom line: don't put all your eggs into one basket!

Bonus! You don't always have to reinvent the wheel! Recycle and repurpose content (if you have a VA she can do this for you). A webinar can turn into a blog post, a twitter post can turn into an Instagram photo quote, a FB post can turn into a newsletter, etc.

WHEN AND HOW OFTEN YOU SHOULD BE SELLING:

Well, the short answer? Errrr' single day. Every day. Period the end. Do you think huge multi million and billion dollar companies ever stop selling? No they don't. And we don't mind one bit.

Starbucks, Apple, Amazon don't ever stop selling. And neither should you. Now, obviously there are many different ways to sell, it can be automated, it can be active on social or to list and it can be personal outreach/private messaging. But you must be doing at least 1-3 different sales activities each and every day without fail.

You can't make sales if you don't sell.

Check the bonus ways to make sales PDF attached to this for inspiration.

HOW MUCH TIME YOU SHOULD SPEND CREATING CONTENT:

My first instinct is to say whenever you are inspired, but I know you downloaded this guide because you want concrete answers and action steps.

You should be creating (in your zone of genius) for at least one hour a day (5 days/week) PLUS anytime you feel inspired :-0

Creating content should not be a chore. It should feel amazing. It should be a purge of everything you need to say, everything that's on your mind and in your heart.

If creating content feels difficult, then something else is out of alignment. Your content, your gifts, your creations should light you up and lift you up. If it doesn't, then do a self check and make sure you are in alignment with what you're selling and what you're putting out into the world.

Set aside at least one hour a day for content creation. Turn off distractions by setting your phone on airplane mode or do not disturb and get it out there. Some days it might be less than an hour, some days it might be more. Just let it out and let it flow!

HOW MUCH TIME YOU SHOULD BE SPENDING ON SOCIAL MEDIA

I believe in social with a purpose. Your cap should be around 30 minutes a day . 15 minutes should be dedicated to you posting and sharing YOUR message whether on your personal profile or in a group you host. The other 15 minutes should be allocated to helping/nurturing others who need your help, whether in your own group or in someone else's.

Now obviously if livestreams are a big part of your marketing plan, then the time you spend on social may be a little bit longer some days.

Choose 1-3 groups you want to connect in. Instead of browsing and scrolling, use the search bar for your category interest and offer specific help and support on those threads and then move on.

If you are doing any kind of creative marketing on social, like videos or Instagram stories, then I would include that in your "creation time" vs your "social media time".

I highly encourage NO browsing. At all. Use the Chrome Extension News Feed Eradicator for Facebook. This will decrease your urge to browse.

Remember: Social Media with a Purpose. 30 minutes a day - that's it. Any more than that, you're wasting your time and getting sucked into other people's agenda's.

THE MONEY MAKING ACTIVITIES:

I'm often asked what actually ARE the money making activities. Well long story short- it's anything that directly leads to a new sale, new prospect or business growth opportunity.

While we'd all love to think that posting a pretty quote on Instagram or changing the copy on our website for the one thousandth time will lead directly to sales, sadly, it does not.

What does are things like:

- Connecting with potential prospects through email, phone, or messenger
- Creating positioning content that leads to an offer and sharing it so that people are led to the next step (aka to buy from you!)
- Making offers and CTA's, this includes sales/discovery calls with qualified prospects
- Hosting sales presentations: webinars, livestreams, workshops with a direct call to action for a sales call or direct link to buy something from you
- Creating video sales letters or sales pages with a direct call to BUY
- Personal outreach
- Social media posts or emails with a direct call to action/sale
- Creating or setting up Facebook ads that lead to new leads and direct offers

Notice, how everything I listed is DIRECT selling. Not passively posting or sharing content with the "hope" that someone will love you so much that they will reach out and beg to give you money.

Now, that DOES actually happen to some people, including me. But you gotta put in the consistent marketing and sales first.

THESE ACTIVITIES ARE A TOTAL WASTE OF TIME:

I might catch some flack for this one. But I am being 1000% real with you. If you're spending any good portion of your day doing any of these things, then you need to reevaluate big time!

I've built a seven figure business with two team members, a handful of contractors all while being a single mom and working only about 20-25 hours a week. Because Boundaries. Trust me on this.

Coffee Chats:

#sorrynotsorry Typically these are a total friggin waste of time. Someone just wants to pick your brain, get free coaching from you or they are just bored and want something to do. I am all for creating real relationships with people, but I know so many entrepreneurs who spend multiple hours each week doing "coffee chats" that lead to absolutely nothing. Be picky with your time and space. You don't want to be too available. If you like doing them, set boundaries around it. Like only being available for 1 a week or two a month.

Browsing on Social Media:

We already discussed this. Limit your browsing time unless you desire to be totally destructive and unproductive, get massively triggered and/or start comparing yourself to every other entrepreneur out there.

“Working on” Your Website/Tweaking Copy:

I get that there will be a need for this at some point, but website stuff should be left to professionals and tweaking copy shouldn't take your hours, weeks or heck, months. I'm telling you- walk away now.

Creating Graphics:

I love being creative and creating cool Instagram stories and graphics, but honestly if you are spending a lot of your time doing this, something is wrong. Create an easy to use template that your VA can handle. If you are extremely uncreative and it takes you a long time, you definitely should not be doing this.

Anything Tech:

Unless you're a tech nerd and went to school for this and/or somehow can whip out tech stuff like a champ- I suggest NEVER putting yourself down this hell hole. So many entrepreneurs get themselves stuck in this trap and then they wonder why they resent their business, don't make any sales and spend 80 hours a week “working” in their business. Outsource, outsource, outsource!

Uploading Things To Your Website or Email Service Provider:

Your new rule: Create then delegate. You do the creative messaging and then hand it off to your VA to upload. It's simple as that. This alone will probably save you at least 5 hours a week.

Anything That Takes You More Than 20 Minutes To Do

(outside of creation and/or selling.)

Cut those things out right now! They are a distraction and are causing you to procrastinate on the things you actually need to be doing: messaging, marketing and selling!

And finally,

Consuming Other People's Content

(besides mine of course!) - that is unless it is relevant to what you **need right now**

Before consuming any new content, ask yourself:

- What do I need in my business right now?
- What is my #1 goal for this week?
- What is my sales goal this week?
- What do I want and/or need to learn this week to move me forward?
- Do I trust what this person has to say? Are they the expert?

If whatever you are about to consume (webinar, training, etc) does not fit into any of the questions above, then you don't need it. At least right now.

P.S. This is also the cure for shiny object syndrome. You're welcome.

TO RECAP:

Things that a CEO should not be doing aka things you should be outsourcing:

Graphics, making edits to your website, anything tech, customer service, automated social media posts, Facebook ads, etc.

Plus anything that takes you a long time to do, that you hate to do, that stresses you out, that you have to spend hours on Google trying to figure out.

Rule of thumb: Anything that you can outsource for minimum wage, you should NOT be doing as the CEO of your business.

Where you can find people to outsource:

Hiremymom.com
college interns
Upwork.com
independant VA
Fiverr

WHAT YOU SHOULD BE FOCUSING ON EVERY DAY:

Messaging, creating content, and selling, as well as showing up in your preferred ways consistently. This does not have to mean daily or multiple times a day, but at least 4-5 times a week, you should be posting something (video, post, question). You want to stay relevant and top of mind to your audience and potential clients and customers.

I know I've reiterated this about three times in this guide, but that's because THIS is what is truly important for you to do every day.

I'm sure you're wondering about funnels, and creating your programs and other content. And that's all factored in. Let's move onto how to structure your calendar so that it makes sense for you and creates the most productive environment possible.

GET YOUR CALENDAR IN CHECK!

Now, let's talk about what your calendar can actually look like once you're focused on the right things and cut out the wrong ones.

First and foremost, you have to create a calendar that works for YOU. I am giving you some tips here today, but it has to work for you and whatever else you have going on (kids, family, 9-5 job, etc)

My number one tip for staying on task, staying focused and getting the most done is what I call "day blocking".

Most people's calendars are all over the place. In one day, you could be working on a webinar, creating a new blog post, doing 3 client calls, one coffee chat and hopping on 2 sales calls.

In my opinion doing this is all wrong. The mode/vibe you're in when you are coaching someone or working with a client is completely different than when you are in creation mode or marketing mode. So by mixing all these things together in one day... you really can't be very productive at all. In fact, you end up feeling really flustered and frankly, all over the place.

ENTER: DAY BLOCKING.

This method will actually save you time and get you working smarter. You'll be way more productive and it will be easier to enforce your boundaries with clients, prospects, friends and peers.

It looks something like this:

Monday - Friday you have dedicated days for each activity (you can model mine).

- Dedicate 1-2 days only for phone calls (mine are Wednesdays and Thursdays)
- Dedicate one day for marketing (Tuesdays)
- Dedicate one day for content creation (Monday and/or Friday)
- Commit to one "FLOW" day (Monday and/or Friday) - basically a flow day is doing whatever the heck you want

Here's an example of what my calendar (roughly) looks like:

TIME	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00							
7:00							
8:00							
9:00		Money/Mindset	Money/Mindset	Money/Mindset	Money/Mindset	Money/Mindset	
10:00		Emails/Follow Up	Emails/Follow Up	client calls	client calls	Emails/Follow Up	
11:00		Write Blog/Email	Write Blog/Email	client calls	client calls	Write Blog/Email	
Noon		lunch/FB Live	lunch/FB Live	lunch/FB Live	lunch/FB Live	lunch/break	
13:00		Create	Marketing	client calls	client calls	Pretty Much	
14:00		Create	Marketing	client calls	client calls	Whatever	
15:00		Create	Marketing	client calls	client calls	I Want!	
16:00							
17:00							
18:00							
19:00							
20:00		social media	social media	social media	social media	social media	
21:00							

As you can see there are certain activities that I do daily (messaging, nurturing, selling) and then I leave the remainder of the time for that day's dedicated tasks (creation, marketing, client calls)

Weekends are off and reserved for family time and ME time. I try to be done work by 4pm when my son gets home from school.

If you're still working a full time gig, and you need to replace the weekdays with weekends, that's a-okay!

Obviously, you can start and/or end your days earlier, this is just an example of what a typical week for me looks like.

When you day block you are able to get way more done and be way more productive because you're not switching in and out of different modes.

Think about it: you are in a completely different kind of mindset and energy when you are working with clients and coaching, vs when you are in creation mode or marketing.

Again, if you try to do all these things in one day, two things will happen:

- 1) You won't actually complete much of anything,
- 2) You will start to burn out on those incomplete projects

This also comes with setting really strong boundaries around what you do with your time.

When you leverage your time, you can do more of what you love, less of what stresses you out and you'll be able to show up 100% for your audience and potential clients.

When you do that, you get better results, you get referrals and you can start charging higher fees for those results. Then you can start leveraging group coaching and cut your "coaching call" hours down at least in half.

It's a win, win, win, win once you get your calendar in check!

EXTRA TIPS:

GTFO (get the f*ck off) Social Media

if you spend any good portion of your day on social media "just browsing", you have to be disciplined enough to manage your time and focus on the important things instead. Try downloading an app like Self Control or Rescue Time to create a habit of being OFF social media and to get really real with how much time you're actually wasting throughout the day. I also like to turn off ALL notifications on my phone and apps so I don't get tempted to get distracted throughout the day.

JFDI (just f*cking do it)

You need a combination of self motivation and outside accountability to get things done. It's really easy to let ourselves down, but when we have someone right there kicking our butts into action or someone there who is counting on us, it gets us into action. Find an accountability buddy or a coach who will motivate you to get things done.

Productivity Hacks

I mentioned a few here already, like turning off your phone notifications, blocking your Facebook newsfeed and day blocking to get more done. Also, check out the 30/30 app or pomodoro timer to get you into action by racing against the clock! I also love Gmail PAUSE, so you only get your emails at predetermined times of the day instead of all day every day.

So, that's it! I really hope you got a lot out of this guide and now know exactly what to do to get more done (and the right things done) in your business going forward.

Remember, don't overcomplicate it. There are really only four things you need to be doing in your business every day. Turn off distractions, get your calendar in check and COMMIT!

ABOUT JENN

Jenn Scalia is the go-to expert for entrepreneurs who want the world to know their name. A visibility strategist for the entrepreneurs who want to make an impact. This self-professed introvert and single mom went from rock bottom to creating a 7 figure business within 3 years. Known for her tough love, no-B.S. style, Jenn helps entrepreneurs overhaul their biggest fears and empowers them to share their message with the world. She is the CEO and Mastermind of Million Dollar Mommy, a company founded to help women across the world reach their dreams and financial goals. Jenn has been featured in Business Insider, Inc. and Forbes.com.

