

# THE 10 COMMANDMENTS OF *Online Coaching*



*A Handbook by Jenn Scalia*

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**HOW TO GO BEYOND  
TRADITIONAL  
VISIBILITY TACTICS  
AND PAVE THE WAY  
FOR THE FUTURE OF  
ONLINE  
ENTREPRENEURSHIP.**

# INTRODUCTION:

## WHY THE COACHING INDUSTRY IS DEAD

When everyone else is talking about the coaching industry exploding and being the highest growth industry online with millions joining every single day, I am talking about it imploding.

Why is that?

Because, saturation my friend.

Any industry that people become aware of as a “money making goldmine” gets saturated as evidenced by real estate bubbles popping, hedge funds plummeting and certain tech IPO’s bottoming out.

And saturation makes it almost impossible to stand out, which is why it makes an industry like coaching obsolete. You will have experienced this by browsing through your industry’s hundreds of different Facebook groups or scrolling through endless advertisements hawking the same shizz, with a prettier bow and finding yourself thinking, *“Oh my God, everyone is selling the same damn thing!”*.

And that reality, can end your dream right there - and it should if you’re not willing to reinvent yourself.

So, if you’ve just started in your business, or you’ve been in it a few years, this news may at first seem depressing, as well it should be. But sometimes we need the cold hard truth to shake us out of our comfort zone and stop playing small and see the opportunity that sits before us.

**Which is why I’m here to give you the next crucial pivot in your business.**

**Real. Raw. Uncensored.**

So, Grab the popcorn and settle in for a good read that is going to change the way you see yourself in the online entrepreneurial landscape.

# COMMANDMENT #1

## STOP BEING REPLACEABLE... DOWNLOAD A NEW O/S

The online marketing industry is in need of a shake up, because when things get saturated it means there is an opportunity in the industry that requires something desperately different. It needs big thinkers, visionaries, dreamers, and leaders who are willing to venture out of the “traditional box”. Most of the people in the industry focus on teaching tactics. But when those tactics don’t create the real and lasting impact that they set out to, it’s time to shift the conversation and talk about what it takes to stand out from the sea of wannabe’s and position yourself as a real leader in the industry.

What is repelling clients from you, is more of the same. And more of the same makes you and your business disposable. They’ll go find someone else who does the exact same thing, whose energy they vibe with more- and render you unnecessary.

**The truth is, the world doesn’t need more coaches. (or mentors, or gurus, or you name it!)**

**What the world DOES need, are REAL leaders (and leaders are not disposable.)**

Think about it, when you follow someone on social media whose IDEAS you are drawn to, whose persona is magnetic, whose presence stands out, whose honesty is inspiring - they cannot easily be replaced by someone else just because they are at a cheaper price point for the service, am I right?

We are drawn to visionaries, action takers, and change makers ready to step up in their own life so they can make more of an impact.

Here’s the deal. To be the leader you were born to be, you have to be REAL. Otherwise, you get lost in the shuffle and become background noise.

There’s too much fake and fluff in the industry, and recycling the same old tactics is not allowing people to monetize their true potential or purpose.

That's because...

We've been sold glitz and glam, webinars on the beach and photos in front of the Eiffel tower.

**TRUE LEADERSHIP ISN'T ABOUT WHO YOU HIRE OR HOW MUCH MONEY YOU MAKE OR HOW MUCH POWER YOU HAVE.**



**TRUE LEADERSHIP IS ABOUT WHO YOU ARE AS A PERSON THAT MAKES PEOPLE WANT TO FOLLOW YOUR LEAD.**

It's about the transformation you inspire in others to create for themselves. You are not "the key", you are the catalyst. You aren't the secret weapon, you help them become their own secret weapon.

**It's time to talk about what it takes to be a real leader in this industry and beyond. And that means taking on a different kind of mindset, responsibility, approach to your audience and a strategy that aligns with all of the above.**

What we desperately need, is to make a change in how we operate, think and lead.

We need to change what's inside before we can make a real impact on the outside.

Let me explain...

An operating system or the "O/S" is the program that, after being initially loaded into the computer by a boot program, manages all the other programs in a computer. The other programs are called applications.

Applications - also called end-user programs- include such things as database programs, word processors, web browsers, spreadsheets, accounting applications, media players, games or photo editors, is a computer program designed to perform a group of coordinated functions, tasks, or activities for the benefit of the user.

**This contrasts with system software, which is mainly involved with running the computer.**

So you can see how not starting with the proper operating system and going straight to the applications can lead to chaos. If you start downloading apps that aren't compatible with the operating system, the system will burnout and not perform properly.

Which is why you must have a burning desire to step up and elevate yourself so that you can create real and lasting impact with others. This is the new wave of leadership, led by those who are willing to do the inner work to become the person who can lead the massive tribe they are meant to serve.

My goal is to amplify the power within you to lead your own movement and become the leader you were always meant to be. Oh, and make the money you desire (but that's just a side effect, that's not the mission).

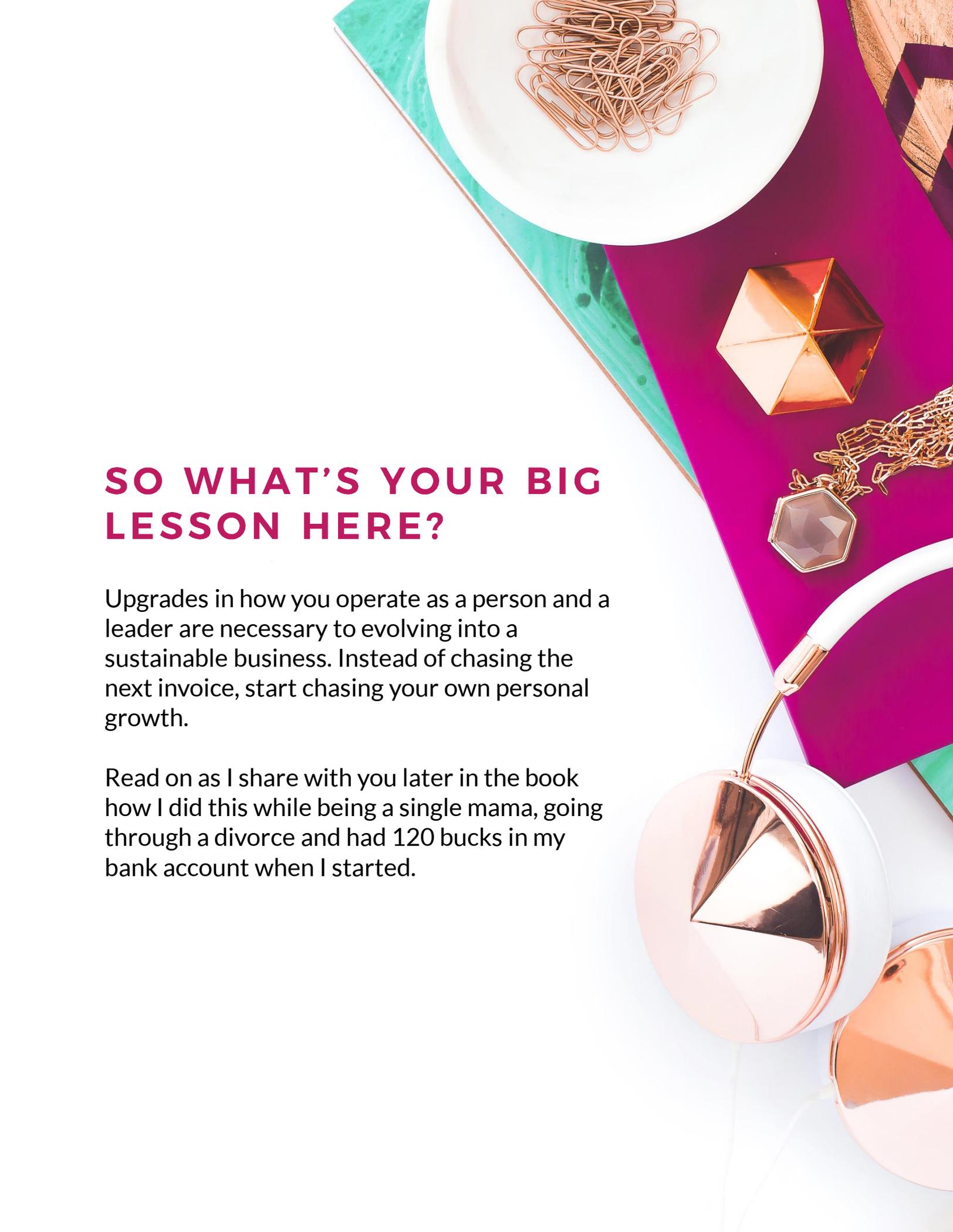
## WHY SHOULD YOU LISTEN TO ME?

This is the part where I get to tell you my exceptional results, and don't be fooled they are exceptional. The truth is, most people aren't willing to work this hard, invest this much and be uncomfortable for this long. If you ARE, then these are the kinds of things you could be looking forward to...

### MY ONLINE BUSINESS HIGHLIGHT REEL:

- Went from broke to 6 figures within a year after getting my first paying client
- Have generated over \$2.5M in CASH in my business (none of this future sales stuff)
- Built a tribe of nearly 100,000 who follow my lead in business
- An influencer having been featured in [Forbes.com](https://www.forbes.com), [Business Insider](https://www.businessinsider.com) and [Inc.](https://www.4mat.com) (Just to name a few) alongside over 200 other publications and podcasts.
- I've helped thousands (yes, thousands) of women create wealth and abundance in their lives by creating a business they love





## SO WHAT'S YOUR BIG LESSON HERE?

Upgrades in how you operate as a person and a leader are necessary to evolving into a sustainable business. Instead of chasing the next invoice, start chasing your own personal growth.

Read on as I share with you later in the book how I did this while being a single mama, going through a divorce and had 120 bucks in my bank account when I started.

## COMMANDMENT #2:

# HOW LEADERSHIP MASTERY MAKES YOU IRREPLACEABLE

Everyone wants to sell you marketing strategies, but without a solid foundation, they will never work. Or they will work for a little while and then they'll stop working and you will find yourself back to square one.

How do I know this? Because I have been there many times in my last few years of entrepreneurship. Things didn't really shift until I moved into seeing myself as not just someone who was making money but someone who was a true bonafide leader. And that is a decision that is not for the faint of heart.

**And hiring all the experts won't help either.**

You can have the best marketing, fb ads, sales funnel specialists working on your side but if you are not a leader, you will be sniffed out by your audience in a minute. Most people can smell out a person who is "playing" at what they do, versus the real deal. If you aren't a leader chances are you will attract really difficult clients, people in poverty consciousness and have a really hard time keeping up any momentum.

The real difference is when someone steps into their Superpower or as I like to call it, **REAL Leadership Mastery**.

**THIS IS MY PERSONAL BLUEPRINT, THAT I AM SHARING WITH YOU ON HOW TO OWN YOUR SUPERPOWER AND BE IRREPLACEABLE. IT CONSISTS OF THESE FOUR CRITICAL ELEMENTS.**



## MINDSET

It all starts here and if you don't believe that, you're in for a rude awakening. Without the proper foundation, your house will fall apart. You'll start to sink, start to worry, start to doubt- and that's a recipe for disaster. When your mindset is on point, you become unstoppable and truly powerful to create all you desire.

## BELIEF

Belief in yourself is critical. It's not always an easy thing to do, but the people who succeed are the ones who believe they can do it. The ones who pursue their dream and their passion, no matter what other people say. If you don't have unwavering belief in yourself, you'll be hard pressed to find anyone else to believe in you. It starts within.

## POSITIONING

What do you want to be known for? How do you want the world to see you? This isn't only about positioning yourself as the expert- although that's important. The bigger picture here is how others see you. How do you want to be perceived in the marketplace? Do you want to be a leader or a follower? Do you want to be a trailblazer or a copycat? Positioning is about owning who you are, staking a claim in your bigger mission and not wavering when you get pushed up against.

## INFLUENCE

Influence is defined as the capacity to have an effect on the character, development, or behavior of someone or something. Essentially, it's the ability to lead and inspire people into action. When you are so powerful in your conviction, people can't help but to stop, listen and take notice.

When you have all 4 elements at play, it becomes a superpower.

You know how superheroes have their one special thing they do?

**Well, that's what you do best and these 4 elements are the things that allow you to make the impact that change lives.**



## SO WHAT'S YOUR BIG LESSON HERE?

Until you get out of thinking how can I get my next client and start thinking about how you can step into leadership, you'll be at the mercy of the feast and famine cycle in your business.



## COMMANDMENT #3

# LEVERAGE YOUR BACKSTORY

Have you ever thought that you were made for more? And not just a better job or better relationship, but a better standard altogether. Like you didn't belong where you were? If you're reading this right now, I'm willing to bet that's a hell yes.

You've probably talked yourself out of believing that it could happen or perhaps you were just stuck because of your environment, the way you were brought up or the people in your life?

I'm going to share with you my story and by doing so demonstrate, how you can leverage yours.

Just a few years ago, I was working for one of the largest casinos in Atlantic City New Jersey doing all of their social media marketing. It was the first job I had gotten after staying home with my son for almost 2 years. Truth be told, I actually loved my job! I wasn't actively seeking to leave my 9 to 5. It was fun, I was getting paid well and life was grand.

But on January 2, 2013, I walked into my office and found out I no longer had a job. I was devastated.

**This was the start of something horrific,  
and something amazing at the same time.**

The layoff caused a huge strain on my marriage because money had always been an issue for us (sound familiar?) So having our income slashed in half was painful, it was critical. I was so depressed and quite frankly, angry- that I decided I never wanted to work a "job" again. I wanted to do my own thing. I wanted to be in control of my destiny. I wanted to decide when I got a paycheck and how much that would be.

**Make no mistake this was not an easy decision. It was a decision that was risky and took a big set of you-know-what's to actually pursue and commit to it.**

The problem was I didn't really know how to get what I wanted, despite having a pretty extensive background in marketing and social media. I had even grown my previous business - a clothing line- to an International brand sold in 7 countries, dozens of high end boutiques around the country, and worn by celebrities. However, the coaching and consulting world was new to me and a totally different beast to slay.

I said to myself, "You have a skill. You are good at what you do. You are smart, intelligent and resourceful." and went forth to figure it out. Like one of my very first online inspirations Marie Forleo says, "Everything is Figureoutable".

So here's the deal. Life wasn't all unicorns and rainbows when I decided to start this thing. I didn't have credit, my marriage was falling apart, I had major debt (to the tune of \$60,000) and was experiencing other health related issues like depression and adrenal fatigue.

The first year after I decided I would give this entrepreneurship thing a try was a complete dud. I was going through so many personal things on top of trying to figure out how I was actually going to turn this business into something profitable.

I did a lot of behind the scenes stuff, like getting a pretty website and a coaching certification, but I was invisible. No one knew I existed. That's why it took me an entire YEAR before I got my first paying client. I lacked the mindset and the guidance needed to succeed (more on this later).



## Now for the big A-HA moment everyone talks about...

I remember it clear as day. I sat on my grey couch with a red pillow in my lap and had to take a really, really good look at myself. Tears started rolling down my face as I thought about where my choices had brought me. I was sitting there, with no money, no foreseeable future and about to move back into my parents house after 15 years because of all the bad decisions I'd made previously.

The leader in me was pushed down. I denied it because I thought if I stepped into my power that I would lose the people I truly loved. I felt that the people I was closest to would be threatened, because that's what I had been taught, that success and money were bad. It was no wonder I was sabotaging myself and had created this reality. And unfortunately I see a lot of people who go through life with the same exact beliefs.

As I sat there on my couch, I knew I had to make a decision: **go all in or get out.** I had the choice of getting a job for \$12 an hour (maybe) and miss out on my son's early years, OR make my business work.

Up until that point, I saw my online business as a hobby. I wasn't *really* committed to it. I kept myself occupied and "busy" but I really wasn't progressing and I certainly wasn't making an impact on other people.

I made a commitment to myself, my son and the people who needed me, to go all in... no matter what. I did what I had to do even though I was scared. I tried everything I could until I figured out where I lit up.

Within a few months, I was bringing in approximately \$5K a month as a coach. Now, that's nothing to sneeze at, but I knew it wasn't the kind of work I was meant to do. Don't get me wrong, I was good at what I did, my clients got results and their money's worth. BUT, the work wasn't aligned with my true purpose and what I was put on this earth to do.

That's when I decided to go back to my roots: marketing and social media. The thing I was actually good at and really enjoyed. That's really where everything shifted for me.



## SO WHAT'S YOUR BIG LESSON HERE?

Alignment is a critical component, (which I now offer in my high level mastermind), because if you're not aligned with your work and your offers, you WILL fail. And leveraging your backstory and who you truly are is a KEY component in that.

# COMMANDMENT #4

## INSIDE A 7-FIGURE MINDSET

Mindset has become a buzzword, and that kind of annoys me because it gives people the impression that if you just “think” about what you want, you can get it, and nothing could be further from the truth. Mindset is a process, one that has to be led by those who already have it in them to succeed.

So, this is where it all really starts. It doesn't start with tactics or sales scripts or funnels. You need to get your mind right before you can actually make an impact as a leader.

You have to put your ego aside and realize that this NOT about YOU. It's about the people you were put here to serve. This is why it's critical to have a bigger vision for what you are doing.

See, personally I didn't push when things got tough. When I had bills I couldn't pay or even when I was losing my house. Why? Because I knew that no matter what, I would be okay. I knew that my family would never allow me to be homeless. In other words, I had a safety net. And this mindset made success take a lot longer than it needed to.

**So - if you have a safety net, chances are you're not pushing hard enough either.**

There has to be a bigger vision. A bigger mission. Something bigger than you that drives you every single day, even when you don't feel like it. Do you know what that thing is for you?

Paying your bills, leaving your job or paying off debt is NOT a good reason to start and grow a movement. You're not emotionally connected to the outcome. That means, it will be that much easier for you to QUIT when times get tough.

What I'm about to tell you won't make me too popular, but the truth is, not everyone is cut out for this.



**IF YOU'RE IN THE  
HABIT OF:**

- **QUITTING**
- **GETTING  
FRUSTRATED**
- **NOT FEELING  
SMART**
- **FEELING  
VICTIMIZED**
- **TAKING  
EVERYTHING  
PERSONALLY,**

**THEN YOU ARE  
GOING TO HAVE TO  
CHALLENGE ALL OF  
THAT, TO MAKE IT.**

Ambition and drive can't be taught. Some people might argue that entrepreneurship can be learned, but I disagree. This is something that is in your blood, you feel it in your bones, you can never work for someone else, because it would suffocate you.

If you're stuck in a certain way of thinking it will be impossible for you to see the Big Picture. Here's how I started to see my bigger picture.

I hired a coach to help shift my mindset and I started changing the way I viewed my worth, my value and money in general. And guess what? I started manifesting like crazy and the better it got, the better it got. I did deep work on issues I didn't even know I had.

I had no idea I even had a money story. I didn't realize these invisible programs were causing me to lose, reject and repel money. That I could never break through this plateau as long as I consciously or unconsciously had these beliefs around money, worth and success. This was a massive game changer for me, and what I help my clients to do now.

I became obsessed with mindset and changing the way that I thought. I started practicing gratitude and journaling daily. Creating what I wanted in my mind first.

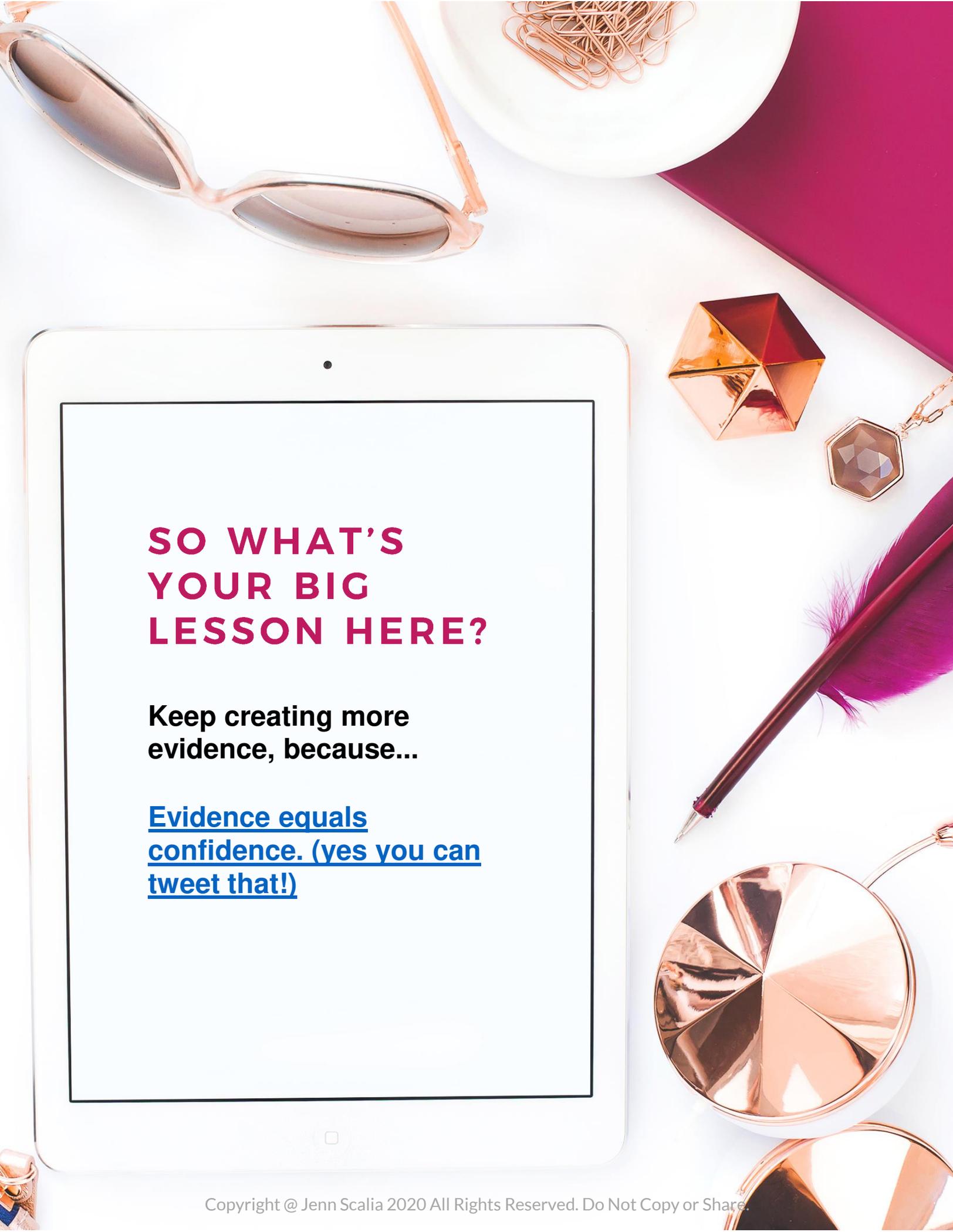
**It's incredible how FAST these things started to appear in my life.**

I stopped tracking all the money I OWED people and started focusing on the money I was MAKING and the value I had coming into my life every day. By doing this, I discovered that I was in fact, NOT broke. I knew how to create money and I knew how to bring it into myself (keeping it was another story we can get into at another time), opening myself up and seeing this changed everything. It created a new belief for me.

**Plain and simple: if you have a messed up money mindset, you will never succeed, and you will never be able to lead.**

Now I know this may sound a little "woo" for some of you, and it did for me too. Not because I wasn't open minded, but because I had never experienced it this way before.

But in December 2014, I had my first 5 figure month. \$12,526.08 to be exact. To me that was pretty good EVIDENCE that this mindset stuff worked. Armed with massive evidence, I made a promise to myself that I would never make less than five figures a month again. I knew that if I could do it once, I could repeat it and I committed to that.

A flat-lay composition of various objects including sunglasses, paper clips, a notebook, jewelry, and a pen. The objects are arranged around a central tablet displaying text. The background is a light, neutral color.

# SO WHAT'S YOUR BIG LESSON HERE?

**Keep creating more  
evidence, because...**

**Evidence equals  
confidence. (yes you can  
tweet that!)**

## COMMANDMENT #5

# THE TRUTH ABOUT HITTING YOUR FIRST 7 FIGURES

Once I broke into the online marketing niche, I had to back up what I was doing. After 12 years of marketing and social media experience in the corporate world, I still had to prove that I knew my stuff and that I could get results. I hustled for 12 months straight, and now I know how to bring the Energetic Hustle into myself and my clients.

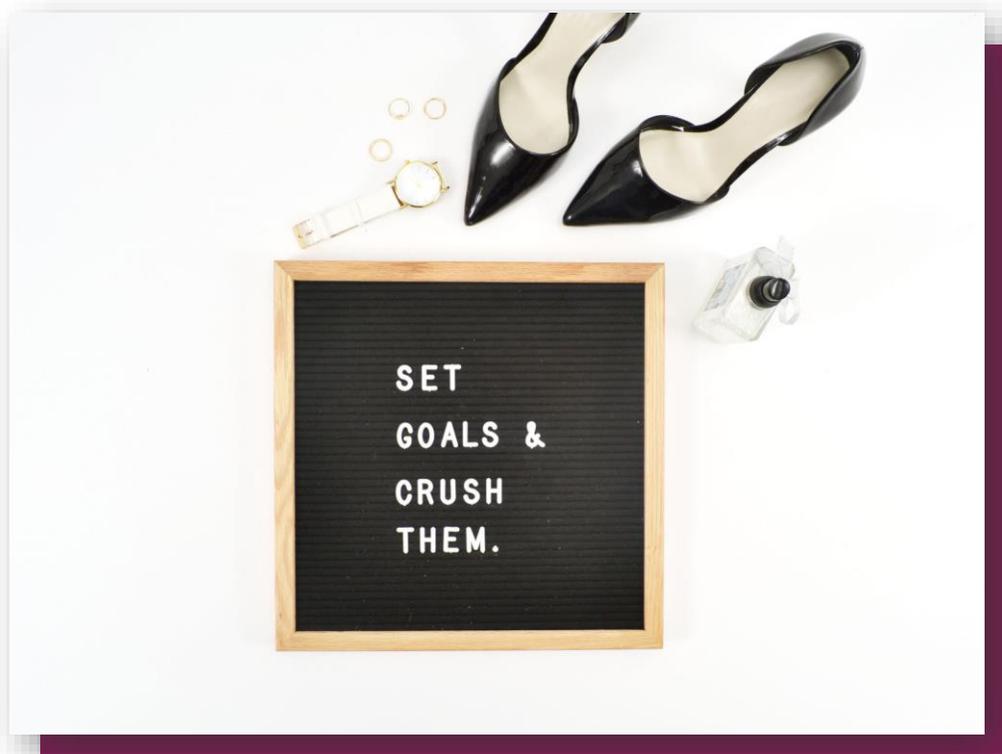
What I've noticed is a lot of people want to take the easy way out, and avoid hustling and the organic marketing route. And you certainly can if you have capital and the cash flow. Because the only way around this is if you have a ton of money to dump into advertising, otherwise you need to generate cash flow and reinvest in your business over and over again.

Alternatively, if you want to take the easy way out, go get a job that provides you with a stable paycheck, medical insurance and 30+ years of hell. But don't go thinking you can have it without putting in the work. Entrepreneurship is not guaranteed. Entrepreneurship is not easy. And it's a big fat lie that's being sold in our industry.

The first few years ARE about the grind. Plain and simple. If you're not living, eating and breathing your business, you're doing it wrong. This is your life, this is your livelihood. Everything in your future is predicated on the work you do TODAY. The time, the effort, the energy you put into growing your business is directly reflective of how long your business will last.

I know what you're thinking. "*Jenn, but I've been hustling for so many months*". I say, keep going. What you're seeing today is the result of what you have already done. There may be some residual pushback that creeps up and that's normal. You are flushing out the old beliefs and manifestations. Don't be fooled or discouraged. Keep going. Because every change you make today, every inch you move will bring about a different result tomorrow.

**And you have the complete ability to change the trajectory of your life in any given moment. Remember this: YOU CHOOSE.**



## HERE'S A PERFECT EXAMPLE:

I completely changed business directions in January 2015 and by the end of March 2015, I had created over 6 figures of revenue in my business. Why? Because at that point, I knew what I had to do. I had to mess up first. I had to learn my lessons first. I had to figure shit out first. I had to get help and invest in myself first.

But it was easy to pivot once I knew how to hustle the right way and for the right reasons.

There are proven marketing strategies that work, but they may not work for your own unique personality and strengths. You have to find what works for you. The only way to find what works is to do the work and make mistakes.

Because proven strategies aren't always proven for YOU. So yes, you kind of have to throw spaghetti at the wall and see what works and what sticks for you and your business. This is leadership. This is not follow the leader, copy cat tactics. Just because someone else did it a certain way does NOT guarantee it's going to work for you. There, I said it.

Having said that, I'm going to give you a BEHIND THE SCENES LOOK into several fool-proof methods when starting your business and how I got mine to six figures fast. (more on this later...)



# SO WHAT'S YOUR BIG LESSON HERE?

The first six figures is  
the hardest.



→ ENJOY THE ←  
*journey,*  
EMBRACE THE  
*detours*  
← →

## COMMANDMENT #6

# INVEST IN THE BEST TO FAST TRACK YOUR SUCCESS

If you have the choice of two handbags, one is a Kmart brand, and the other is Chanel... Which one do you want? Be honest.

The Chanel, of course! With Chanel comes class, integrity, value and quality, but it also comes with a price tag.

Yes, you can settle for the Kmart brand (they almost look the same anyway) BUT you know that bag won't last. It will start to fall apart, the seams will start to tear and next thing you know, you're looking for another bag.

It's imperative to start making decisions as the person you WANT to be, not the person you are today. If you keep making choices from where you are right now, you will continue to be that person. It's only when you stretch yourself that you will start to grow and step into the woman who fills the shoes.

When I first started, my investments included dozens of programs from \$97-\$497 and they had their place in helping me figure certain things out. But it wasn't until I started making some serious investments into my growth and choosing top notch mentors that things really started shifting for me.

I invested more and more, and every investment lead to bigger potential and bigger growth.

The first 1:1 coach I invested in was \$7500 and since then, I have invested over \$200,000 in my personal and business growth... investing as much as \$10K a month in ONE mentor.

Investments aren't just a trade off. With every investment you make, you must take personal responsibility for the result. Every time I invest, I make a promise to myself that I will at least 10X that investment, if not more.

For example, if I spent \$2000 on something, I expect to make \$20K from that particular investment.

**Bottom line is, I knew that if I wanted to be the best, I had to invest in the best. There were no shortcuts in my book. I wanted results fast, from people who I knew had already taken the path.**

Some notable mentors I've worked with: Selena Soo, Kat Loterzo, Todd Herman, Russ Ruffino, Frank Kern and Jesse Elder (just to name a few).

Investing in myself and my business is what's helped me elevate to new heights. I needed to make powerful investments to get powerful results.

**One thing I know for sure, if that MOST people are not willing to invest at the level they need to in order to get where they want to be.**

Last year, I personally interviewed some of the top earners in our industry and they have invested hundreds of thousands of dollars into their businesses to be where they are today.

It's funny to me that people think they can get far fast without investing. Think about if you were to start an offline business, you wouldn't start with nothing. You would go get a loan from the bank to fund all of the expenses that go along with starting that venture.

Even if you were to buy into a franchise, the same is true. Have you seen the start up costs? Yes, you can make several hundred thousand a year up to millions, but you have to put in the investment FIRST.

Now, we are truly lucky as online entrepreneurs to have a much smaller overhead when it comes to getting started. We can literally start with nothing, but we must invest to keep growing.



## SO WHAT'S YOUR BIG LESSON HERE?

You get what you pay for and there is nowhere that is more true than in the personal growth and development field.

## COMMANDMENT #7

# THE FEEL GOOD PHILOSOPHY AND CHOOSING A PERSONALIZED BUSINESS MODEL

Like most new entrepreneurs, I experienced burnout at the end of my second year.

My “Come to Jesus” moment was when I started not to enjoy my work anymore. It was draining. At the end of the day, my energy was zapped. And I couldn’t actually enjoy the freedom I was creating for myself. I was damn good at what I did, but I knew a change had to be made.

That’s when I made the choice to switch it up and I changed my business model to the leadership model. I went from being a slave to the grind, to being driven by the impact I was making.

The first 12-18 months is typically a fast paced energetic hustle that maybe isn’t so healthy. But from my perspective it’s necessary.

### **Enter the feel good philosophy...**

This is all about upgrading your business and the way you lead.

You must do what feels good for you. You must do what’s right for YOU. Not what all the gurus and experts say, but how you feel CALLED and ALIGNED to operate.

Where do you shine?

What lights you up?

What would get you out of bed every single morning even if you WEREN’T getting paid?

Is doing something that doesn’t light you up, costing you by taking away from the thing you actually do enjoy?

I was admittedly scared to let go of my 1:1 coaching practice, because it was 80% of my income, but it was draining me and taking away from what I really loved doing which was writing, creating content and training.

As nervous as I was to release that part of my business, I again went all in, made the change and was able to generate the equivalent of my 2015 income in the first 6 months of 2016.

**The lesson here is to figure out the model that works for you. Maybe 1:1 work doesn't light you up, maybe you are a better speaker, writer or facilitator. The faster you can figure this out- the better.**

On a side note, switching in and out of different business models can also be very draining and take a toll on how you deliver. For example, maybe you shine as a speaker or writer, but also host live events and retreats. This could also be doing a ton of damage to your business and can cause burnout, if you don't know how to properly transition from one to the other and get the support you need to make it happen.



# SO WHAT'S YOUR BIG LESSON HERE?

If you're going to try to fit into a box in your business model than you might as well just stay in your 9-5, the whole point of entrepreneurship is to do it your way, and the challenge is also to figure out what that means.

# COMMANDMENT #8

## STAND UP AND STAND OUT ONLINE

### HOW TO STAND OUT: STEP 1 - BECOME UNDENIABLE

So-so, vanilla, “okay”, boring, blah, regurgitated mumbo jumbo isn’t going cut it.

If you want people to stop their scroll, you must:

- Create binge-worthy, memorable content that speaks to your potential client’s SOUL
- Tell aspirational stories that connect your potential clients to THEIR dreams, please stop talking to the struggle!
- Show people what’s possible by living in alignment with your purpose
- Show your fire- beauty, power and grace and make no apologies
- Oh, and actually fucking care

When you become undeniable, you don’t have to DO anything, you don’t have to PROVE anything, you don’t have to TRY to get clients or make money

**YOU’RE NATURALLY CAPTIVATING**

**YOU’RE MAGNETIC**

**PEOPLE LITERALLY CAN NOT LOOK AWAY.**

When there is no doubt in your being about who the fuck you are, it transfers. Energy from that place will call in anything and everything you want.

## STEP 2: BE A F\*CKING VIBE

People want to calibrate to your vibability. This doesn't just come with luxury and fancy things (although that's its own vibe). But your VIBE is your essence, your aura, your energy, your BEING.

It's the thing people gravitate to and magnetize with. When you got funky energy going on, nothing you do will work. You will spend endless amounts of time and energy "trying" to make things happen. It's futile. Because the "work" work doesn't work unless you do.

Instead, focus on your vibability, your essence, your energy and watch all the things you want attract to you like a magnet.

Live your life with intention, BE on purpose, do your soul's work, surround yourself with people who lift you up, embody your brand and light up your life.



I know that you might be thinking you just need some strategy or tactic or template, but the reality is, after working with over 2000 paying clients in my coaching business, I've observed that it's the "intangible" things that move the needle most - in progress and in profits.

What I've seen displayed in my clients who are driven and get results are the following things (that you can't see) but you can certainly feel and others can too!

**CONFIDENCE.**

**CLARITY.**

**COMMITMENT.**

**CERTAINTY.**

**COURAGE.**

When you have those things in place, you become unstoppable. You trust yourself, you take action, you get results.



## SO WHAT'S YOUR BIG LESSON HERE?

If you have been doing what seems like #allthethings with less than stellar results, I encourage you to stop looking for the tips and tricks, and templates and content calendar BS and start focusing on the internal game first. Make HOW you show up in terms of vibe and realness your TOP priority.

When you have that mastered, the solutions become clear and the strategies and next steps become obvious.

# COMMANDMENT #9

## CREATING INFLUENCE WITH INTEGRITY

They say, you are the sum of the 5 people you spend the most time around and I know, like I know, like I know- **that is the honest truth.**

Who I hung out and associated myself with definitely contributed to me being seen as a leader, being talked about, and being respected and revered amongst my peers.

Here are some practical tips to elevate your surroundings so you can create and lead a movement and connect with those who are ready to rise up to the occasion, elevate themselves, amplify their message, and lead their tribe.

### BECOME THE STAR STUDENT

Let's face it, we've all bought dozens (or more) courses and programs. But how many of them have you actively participated and got results from? How many times have you shone as the star student and got noticed by the teacher (influencer)? Showing up and going all in when I work with certain mentors has led me to be invited to private masterminds for free that most people would pay thousands for, sharing the stage with some amazing people like Gary Vaynerchuck, Ryan Lee, Derek Halpern and Caleb Maddix, invited to dinner with influencers like Marie Forleo and Melanie Duncan, and becoming an expert in my mentor's programs.

### HAVE A POWERFUL STORY

People love stories. Stories are what makes you relatable and likeable. We all have a story inside us that needs to be shared and that people can learn from and be inspired by. Use that story to connect, to lead and to inspire people into action. I get dozens of requests weekly to share my story of how I have become so successful as a single mother. Now, there is an art to this. And I'll talk about that more later, but dig into your stories and see how you can connect that to the work you're doing in the world.

## MAKE REAL AND TRUE CONNECTIONS

Just because you have an online business, doesn't mean you do this alone. Make it a point to get out and go to conferences and events and meet people. Connect with other influencers and peers and people who know people. The key is to not do this for your own gain- but how can you contribute to these people? What do you have to offer to them? Everyone is connected. In fact, I'm only one degree of separation from Tony Robbins (I'll tell you about it later).

## GET KNOWN THROUGH PUBLICITY

The more publicity you get, the more publicity you get. This can start out as guests posts and interviews and can blossom into more notable media, like TV, radio, news, magazines and other large publications. Make it your business to get the word out there about your mission on a larger scale.





# COMMANDMENT #10

## THE UNSTOPPABLE COMMITMENT TO LEADERSHIP

The latest statistics tell us that 90% of online businesses fail in the first 120 days.

**90%.**

If that doesn't sober you up out of any fantasy that someone has sold you about what is possible, well then you're destined to keep hoping and praying instead of planning and doing.

On a personal level, it's also one of the saddest things I've seen in this industry over the past few years- the people who start out strong and then fall off. They completely give up on their dreams and disappear back to whatever it was that they were trying to escape in the first place.

You can't escape yourself in entrepreneurship but it's definitely possible to find yourself.

**The biggest lesson here?**

**To not ever quit. This is your livelihood. You are showing the world what you stand for.**

And it's also the superpower that has the quietest applause, no one congratulates you for not giving up, no one throws you a "you made it past the 1 year mark without going bankrupt" award. But you do it anyway because perseverance is a synonym for success.

Thomas Edison didn't quit when his teachers told him he was "too stupid to learn anything."

Howard Schultz of Starbucks didn't quit when he was turned down by banks 242 times.

J.K. Rowling didn't quit when 12 publishers rejected her Harry Potter manuscript.

Walt Disney didn't quit when his theme park concept was trashed 302 times.

Colonel Sanders didn't quit when he was rejected 109 times by restaurants that didn't like his chicken

Oprah Winfrey didn't quit when she was publicly fired from her first television job as an anchor for getting "too emotionally invested in her stories."

What I see happen too often is people who lack patience. They see what seemingly happened overnight and think they can replicate it (overnight). They have no idea the inner work, the pain, the hustle, the heart that was put in to get that result.

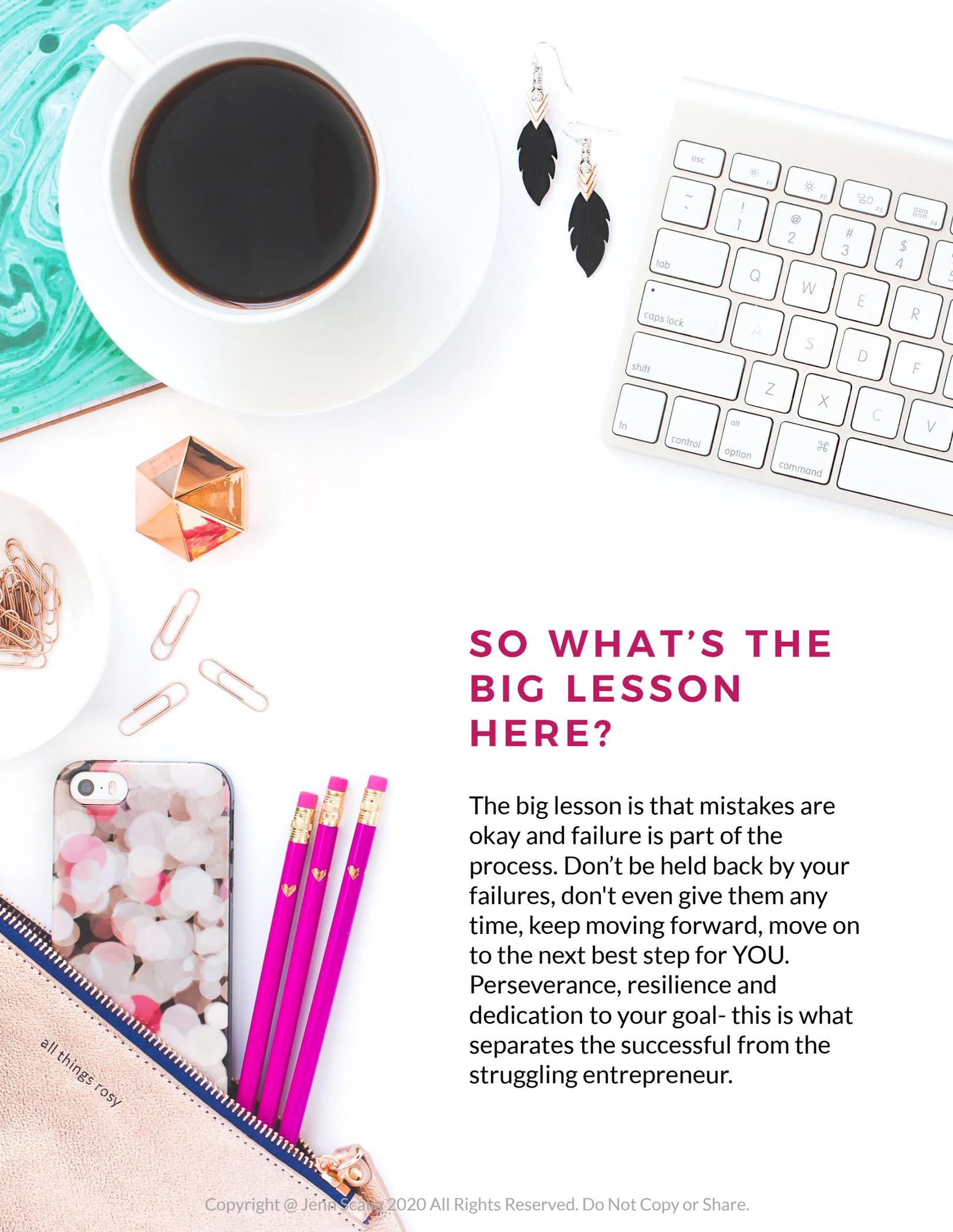
**One of my favorite things to tell clients is that it doesn't happen overnight but it can happen really fast if you focus.**

Most businesses take 5-7 years to turn a profit. If you can profit with your online business within 2 years, is that not incredible?

Being a leader and creating a movement is not about making a buck, it's about transforming people's lives and creating a lasting and sustainable business in the process.

As Gary Vaynerchuck says, you see LeBron TODAY, you see Beyonce TODAY, you see Oprah TODAY...

**You're not seeing the heart, hustle and commitment they've put in for YEARS that made the masterpieces you now see.**



## SO WHAT'S THE BIG LESSON HERE?

The big lesson is that mistakes are okay and failure is part of the process. Don't be held back by your failures, don't even give them any time, keep moving forward, move on to the next best step for YOU. Perseverance, resilience and dedication to your goal- this is what separates the successful from the struggling entrepreneur.

# SO NOW WHAT?

- **Be bold, fearless, and unafraid to go full out for what you want**
- **Seek to constantly evolve in order to be the best version of yourself**
- **Be unafraid to be real and vulnerable (stripped down, no fuss)**

Leaders are not afraid to rise up to the occasion and push past their own fears.

Leaders are not afraid to elevate their own standards, even if it means leaving their old thoughts, friends and comfort zones behind.

Leaders are not afraid to amplify their voice so their message can be heard by the people who need to hear it the most, even if it's not the popular thing to say.

Leaders are not afraid to lead by example and do the inner work so they can help others walk along the same path.

Leaders are unstoppable, limitless, powerhouses ready to make a huge impact on the world.

**Leaders don't wait, they are called.**

**Ready to answer the call?**