

TRANSCRIPT

E094: Jenay Rose on How to Effectively Sell Through Social Media, Finding the Courage to Quit Your 9-5, and Persevering Through Failure

Intro Clip, Jenay Rose: Like the people who become more successful are the ones that truly put their blinders on and they listen and they can just tune into that. And know that it doesn't have to make sense to other people. Like it took my parents \$2 million in two years into my own business to really be like, we're proud of you. Like my mom literally said to me, I'm so glad you didn't listen to me and I blew my mind. And that took that took three, almost four years, right so it was a long time coming.

Shannan Monson: Welcome to CEO school. We're your hosts Suneera Madhani and Shannan Monson, and we believe that you deserve to have it all. Less than 2% of female founders ever break 1 million in revenue, and we're on a mission to change that. Each week, you'll learn from incredible mentors who have made it to the 2% Club, as well as women well on their way sharing how they defied the odds so that you can do it to your real business now, class is officially in session.

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Shannan Monson

Welcome to today's episode of the CEO School Podcast we have a treat for you I get to introduce you to one of my dear friends Jenay Rose. Jenay is in addition to being a phenomenal friend. She's an online business expert and teaches coaches how to leverage the power of social media to start and grow coaching businesses, which is something that I'm very passionate about as a former dietician, personal trainer coach. Jenay's gonna tell you her story about how she got started. But we're so excited to have you on the podcast. So if you are thinking about starting a business, or you want to get into coaching, you are going to absolutely love this episode. Jenay welcome.

Jenay Rose

Thanks, Shan. I'm so excited to be here.

Shannan Monson

So let's start us off by just telling us how did you I mean, your seven figure entrepreneur. Let's put that out there. You're in the 2% Club. How did you go from yoga teacher to seven figure entrepreneur? What was that like?

Jenay Rose

I mean, it's crazy to me to think that it's been less than five years. It's like blows my mind last year or this year in March. It was my four year quitting my corporate job anniversary, which Yes,

that should be celebrated. Can we get a day for that, please. So I quit. My job is working on one of the biggest brands in the world. Coca Cola, doing business development was horribly unhappy, like so many others. It just was so misaligned with who I was. And I had found a passion for yoga, self development, mindset, meditation, all those good things. And I was teaching yoga on the side, I was a 500 hour certified yoga teacher and I was working in Coca Cola and I was like, what is going on in my life that there is this huge dichotomy where I didn't know that I'm vegan, and everyone's a monster. Oh, yeah. Like, it was wild.

Shannan Monson

Like, yeah, you don't know Jenay. She's very vegan and very health conscious. And so I'm in Atlanta girl. Coke is like a big part of our culture here. Coke headquarters are here in Atlanta, as I'm trying to picture you going to this nine to five job doing business development for a product. And then on the side. In your real life, it was a little bit of living a double life. So how did you work up the courage to quit? Are you just like, I'm gonna figure it out? Did you have things lined up? Because I know there's a lot of people listening to this that want to make this transition. And they'd love to hear more about what your story was like.

Jenay Rose

Oh, absolutely. So for me, I had been posting like haphazardly on that new app called Instagram like this is back in 2017. So it was still a little bit newer. And I was just posting personally for myself to like, measure my practice and kind of keep up like so many, you know, Yogi's, do, I think they really want that record of how much better they're getting. Because living day to day in your business or day to day in your job, you kind of forget that you are progressing in certain ways. So it was really an account for myself. And really, yoga started to come to a head on Instagram. And so I found a little bit of momentum. And I maybe had like, I don't know, 510 1000 followers at that time. And brands were reaching out to me and I was starting to realize that like, I could potentially get paid to do this thing that I love. But I truthfully, I got in a fight with my boss and I was like, this is it. Like I was seven days of my 27th birthday. I remember like it was yesterday. And I was like, looked at myself in the mirror after this big fight just like cry in the bathroom. And I was like you're either going to commit to this life commit to this world commit to making your parents happy. Everybody else right living that thing or you are going to quit and you're gonna figure it the fuck out. Sorry, I don't know if I'm curious. But

Shannan Monson

I know. This is fascinating to me. I'm like thinking through this because that's a big scary leap. So if you haven't started on Instagram, and I know because we were in like the wellness world on Instagram was similar times. But when you hit 510 1000 followers on Instagram, you are what's considered a micro influencer, which means brands are going to send you yoga pants. yoga pants, do not not money or rent you They don't pay for. You can't pay for rent and like free protein powder. And so for you to be really having enough trust in yourself to say, I'm going to just figure it out. Is there any advice you would give to someone in that those? You know, that position right now? Because this doesn't sound like it was planned in advance you didn't have it wasn't money lined up, you were just like, I'm gonna figure it out. So what would you say to someone in that in those shoes?

Jenay Rose

To really listen in. Like, there is no, no one not your family, not your friends, not your partner. Nobody in your life knows what's right for you. But your your gut that voice even if you don't see the plan, like I could not see if you had told me I would be right here. Three years ago, I literally would have laughed, you laughed at you and like turned around and walked away. Yeah, I'd be like, You're crazy. See ya. You know, like, I was not the popular kid, I was not the cool kid, I was not the super successful person. I had like, eight jobs in six years. Like, I could not keep a job. You know, like I couldn't find something I was passionate about yoga at the time was the one thing that I was incredibly passionate about. And I've been doing it for two years. And it's like, saved my life. Like it was just everything. And I was like, I want to teach this. Like I want to help other people with this. And so if that's you right now, and you have this thing, and this calling, give it everything you have, like it doesn't have to make sense to anybody else. But I think that those are the what, like the people who become most successful are the ones that truly put their blinders on. And they listen in. And they can just tune into that. And know that it doesn't have to make sense to other people. Like I took my parents \$2 million in two years into my own business to really be like, we're proud of you. Like my mom literally said to me, I'm so glad you didn't listen to me. And I blew my mind. And that took that took three, almost four years, right? So it was a long time coming. But they every single step of the way. When you're getting into the job, you should just quit and go back and get a new job. Like, right? Yeah, so and I didn't quit to go online, per se. I was teaching yoga in LA. And I was doing that for almost a year. And that's a whole totally hot like big hustle. And yeah, wasn't making any money. I burned through all my money. I was living in a tiny one bedroom apartment with my boyfriend at the time is now my husband, and was like, What am I going to do like I had saved over the course of my life, maybe 20 grand, like I know, from like a bar mitzvah and like birthdays. Like I was kind of a saver. So I had that. But that goes real fast when your rent is like \$2,000 a month in LA.

Shannan Monson

Yeah, yeah. And I've met Jenay's mom, she's like this tiny little, you can't tell him in video. Janae is like this miniature human. And her mom is also a miniature human, just like a little Spitfire, so much energy. And I can only imagine her. Tough, she's a classic Jewish mother, she is critical. She is a tough one. Oh, and I can imagine and I think this is something so many people can relate to this feeling of the people that you love, dearest, you respect their opinions mean so much for them to see you and not see you and see what you're doing and not get it can be really, really painful. And I know this is something that I definitely went through. I'm confident a lot of especially early entrepreneurs, there's something I say that, you know, once you make it people kind of shut up. And I don't think that's true. People still talk about you, but the people that you love close to you, they stop saying you're not going to make it because you clearly then they ask you how you did it. Yeah, exactly. So what advice would you give to someone that, you know, their, their, their parents are putting pressure on them to work the corporate job, become a doctor or lawyer do the like, traditional route that a good, you know, American or human is? I'm not sure if that is outside of the US too. But like that you're supposed to do? What would you say to the person in those positions? And how did you tune into yourself when it felt like everyone else was saying, this is a terrible idea, and you're going to run out of money?

Jenay Rose

And they did. And they told me you can't do that you don't have enough experience? Who's gonna I mean, my mom was like, who's gonna pay you? Right? And she wasn't trying to be Yeah, she just didn't get it. She didn't see that because I didn't show them that side. And I think, really, for me, it was looking for the small, teeny tiny wins along the way. So in the beginning, it was like someone messaged me and was like, Oh, wait, that post really helped me. I was like, Okay, I'm on to something, keep going. Right. And I really looked for feedback wherever I found it. And that was part of the reason I quit. My corporate job was because the all the feedback I was getting was like, I had gotten promoted, and I was making less money. And I was like, None of this makes sense. And I hate my boss. Like, you know, it just wasn't ever good. And so I knew that I you know, really wanted to give it a shot. And I figured if not now when and so I think for anyone who's listening it's okay for your family not to get it. It's okay for your My, my partner. My boyfriend at the time was like, what do you what do you mean? at your job, you're gonna teach yoga or make \$20 an hour. Right? Like he didn't get it. Nobody got it.

Shannan Monson

Yes, I love this concept of I'm onto something, keep going. So one of the things I feel like is hard for people in the beginning stages is if you don't have the big picture, you can't see the end from the beginning, you don't have enough money to pay your bills. It's really easy to quit. And so looking for those, like micro wins is what helps you to keep saying, I'm on to something, keep going, I want to something keep going. So talk us through. Okay, you quit your job. You quit your job. You're teaching yoga all around LA. How did you go from that to being a seven figure, digital entrepreneur with 100,000 followers and partnering with some of the biggest brands in the industry? Like, how does that happen?

Jenay Rose

A lot of late nights, right? Like a lot of hustle. And I hate the people cancel out hustle culture, because I truly think Yeah, you don't need to kill yourself. But if you want to get ahead, like you better look at your business from a business as day one. And I was always very serious about it. And I was like, if I'm going to do this, like, I'm going to give it everything I have all my energy all my time, all my attention. Now it's easy for me to say, you know, I just had a boyfriend, it didn't have children. So for anyone out there who has kids, and you know, it has all these responsibilities, like your frickin amazing, like, bowing down to you. Um, for me, I just like really honed in on this vision that I can be an entrepreneur. That's all I knew. I didn't know what it looked like, I didn't know I was going to create a course I didn't know I was going to be a coach. But what happened was I was teaching yoga, and I was continuously growing my audience on Instagram. And I was getting paid to do like a couple influencer things here and there and I hated it. Because even though I was making I think like the most ever made was like five grand on a on a couple of posts with like a big, big brand. But I absolutely hated it. Because they would send me feedback and tell me no, you can't do that. And you have to do it this way. You can't say that. I was like, I did not quit my job to have someone tell me what I can and cannot say. So things are gonna work for me. Yeah, absolutely. Like I was when people DM me like, I

want to influence her out. Cool. I'm not an influencer, I can't help you with that. I absolutely hate that industry.

Shannan Monson

Like, it is so different for everyone. It's really it's really hard for anyone. Yeah.

Jenay Rose

Right. And you are still working for other companies and other brands. And you they own you and they do like 60 90 net pay. And like, that's not gonna work. What is that my bills 60 day means that they don't pay you for 60 or 90 days. So that post Oh, I know that you don't get paid? Yeah, you don't get paid for 60 or 90 days based on the terms. And I'm like, I'm a tiny, teeny tiny business. You guys are like some huge corporation like how does that work? Right?

Shannan Monson

Yeah. And I think it's important to know is when you're getting into, like, there's something that's coming up for me. And then it's when you can be an entrepreneur and a lot of different ways. Like you can be a freelancer, you can be a coach, you can create a physical product. And something that I'm hearing you say is I saw that model, and I realized that wasn't for me. And I think that's what's really cool about entrepreneurship is you do have the ability to really match your personality, right? Like you are such a visionary. You take an idea and you run with it, you want complete freedom, you're like me, we are Don't tell me what to do kind of people. And you're able to find a way that you could do this, that really not just provided for your lifestyle in a beautiful way, but allowed you to get up every day and like your job not have those strings attached that you didn't want to have. So I don't know, I just as as a fellow, don't tell me what to do kind of person, I think it's cool that you have the ability and entrepreneurship to literally make a job out of nothing.

Jenay Rose

Yeah, and that's feedback, right? So sometimes we don't think only feedback as positive feedback. No, the negative stuff you should pay attention to as well, because, and I've, you know, I learned and something that I would tell anyone is the faster you can say no to the things that don't work for you that you don't like, the more successful you'll be because immediately I was like, This is not for me, what else is out there. And I had been sharing all of this self development and mindset and people were messaging me like, Oh, this really helped me. Can you tell me more about that technique? Or, you know, hey, like, how can ask me questions and telling me what they're going through their anxiety and their parent relationships and, you know, their family and friends who didn't believe in them. And I saw an opportunity for that. And I realized, okay, what if I get a life coaching certification on top of all of this personal development work I've done? And I go, and I say, I'm taking hourly clients for like, \$99 an hour and mind you, I was terrified. I had never sold something for myself, right? I had tried to write an ebook for \$20 and it took me like six months and it was like 65 pages and like nobody bought it.

Shannan Monson

That's a good story, though. And I think that's something like Like you said, I looked for feedback and looked at like that is feedback to I had my first products flopped to I had businesses that didn't make it initially like I read this on the internet. So take this with a grain of salt but I read that the average successful entrepreneur has 3.8 Failed businesses before a successful one. And again, this is like from Google. But I think that this concept of Yeah, I do too, right? Like this concept of, okay. Just because this product didn't work, that doesn't mean that you're a failure doesn't mean you're not good enough. It doesn't mean the products not good enough. It just means Yeah, it's just feedback, you need to adjust and pivot. So you put together this ebook, you said six months creating it, it didn't work. How did you one talk yourself back up from that? Because I know that's an ego hit. And then what did you do next?

Jenay Rose

I realized that honestly, I turned to something that I was never good at, which was math. And I was like, Okay, well, maybe, you know, there was a couple people that bought it. And I was like that, like, I want financial freedom. I want to make six figures, right? I have never been made six figures in a corporate job. Right? I think at my job. The last job I ever had, I made like 65 grand a year, right in LA with nothing. And I was door knocking Mind you, I was going out to restaurants, cold calling, asking if they wanted to buy Coca Cola, which you can buy anywhere for a cheaper price. So I think that job actually before that I was doing outdoors or outside sales as well. So I think those jobs that kicked my teeth in really gave me a lot of perseverance and a lot of resiliency. Because I've had to fail a lot. And like when you work for a big brand, and people have one bad experience with that big brand, they're taking it on on you. Right? And they're like, you want me to pay you, you know, \$2 a cannon when I can go to whatever Costco and buy it for 75 cents. Like, are you crazy, right? And you're talking restaurants, owners and restaurant owners or they look at again, I'm like this tiny little thing. And I was going to like comped it like these, you know, la neighborhoods, and I probably necessarily should not have been in I don't speak Spanish. I you know, and like, I just it was so misaligned. But I've kind of pushed myself through it. And getting your teeth kicked in, in those types of sales environments will make you very hard headed, where like, you won't stop.

Shannan Monson

Yeah, I think that we've all had these experiences of the job that sucks. And that you like, can't believe that you did it in hindsight. And I wish so desperately that I could go back and tell myself when I was in that job. For me. It was writing articles about pest control, and cockroaches and like, this is like a real job that I did. I wish I could have gone back and said like, this is a gift, it is what's going to prepare you for the next thing. You don't have to be in the right thing now to be preparing for the next best thing. So I would love to hear you know, obviously, you've had a ton of success in your business continuing to grow. If you could go back and tell yourself something meet you in one of those Compton neighborhoods, right before you knocked on a restaurant door. What would you tell yourself?

Jenay Rose

This is all preparation for what you want? Yeah, because it was it was, I mean, it was horrible. Like you, you know, you get up and you, you don't see the opportunity, you don't feel appreciated, right? All of those things that so many of us feel in these jobs that we're just doing for the pay, and the pay is not even great. And so it's almost like, do it because and like and really be present, right? And really understand, like, I wish I would have really understood more of the fact that I was building these relationships with people who I walked into their business and I was getting them to pay me like that's a significant amount of work that's being done in one sitting. And naturally, I think that was like, integrated into me, but I didn't it wasn't until later moments like this, where I can look back and really appreciate that and understand, oh, like I had quotas, and I had to really hustle and I had to figure things out without a lot of hand holding. And that prepared me for entrepreneurship. Because, you know, at the end of the day, like if we stop it all comes crumbling down, like maybe not now because you know, we have team members and we delegate and all of those amazing things. But if we stop and if you're in that beginning stage where you're building momentum, there is that really scary moment where like wait, if I don't figure this out, I don't get paid. And if I don't get paid, I don't have a roof and if I don't have a roof I don't eat right and all of those real world things that you go through when you become an entrepreneur but I would always say like the risk was always worth the reward. And I don't even consider this a reward yet like I'm still feel very new in my business and I still feel very much like we have a long way to go you know, we're we're we're Our goal is like 10 million you talk to me when I'm at 10 million maybe 50. But there's no slowing down but yeah, it's it's so amazing.

Shannan Monson

And it's not quite the sexy picture that I think some people have of entrepreneurship in their head when you when you dive in but it really is so rewarding. Okay, so you started life coaching started building your Instagram following you are able to get tons of life coaching clients, you ended up building courses. Now you teach other coaches how to become life coaches and nutrition coaches and use social media to get clients which I think is so cool that you can like on a personal note, I was just a mom in Augusta, Georgia who was able to find Nutrition clients coaching clients on Instagram. and seven years ago that was life changing. And so I'm really, really excited about the work that you're doing. And I would love to hear about what are maybe the top three things that you did to take it from a social media life coaching business to a seven figure business.

Jenay Rose

Okay, so number one, I immediately saw the opportunity. And I would consider, I would encourage everyone to know, their boundaries. And as I was live coaching, I think over six months, I had like 51 on one clients, but they were it was hourly, right? So they were paying me hourly, and I was chasing people down to rebug. And I wasn't selling, you know, packages. I 20. Set 2018. Right. Like there wasn't a lot of at least that I wasn't in the coaching industry. I didn't really know for you. Yeah, yeah, I was new. And I don't think really, I mean, there were not the amount of business mentors that there are today, like, at all right, or they weren't serving us. I think there was a lot of great men in this space serving, right Facebook ads and that sort of

thing. But on Instagram, it wasn't really a thing. Like the only coaches I knew were like Gabby Bernstein and Tony Robbins, like that's what I was looking at. But immediately after with all those one on one clients and chasing them down, I was like, there has to be a better way. And that continued to drive the innovation. And for me, in my business, every time I was like, something isn't working, like I'm working so much. I'm still not getting paid. Like what I feel like I'm worth, right, like I'm charging, I went from \$99 an hour, I think the top ever charge was like 225, that you can't get much higher than that. Are you out price yourself from everyone? And I love the work that I was doing after six months.

Shannan Monson

Yeah, when we're talking about hourly rates, okay. So if you charge \$225 for an hour, like I think you can hear that if you're in a corporate job, you hear like, wow, that's phenomenal. There's like 10 hours of prep work that goes into that you got you know, a couple of hours before the client a couple of hours after there's admin work. And you realize that actually, this is not a sustainable business model and the way that it's been set up?

Jenay Rose

Well, you only have so much time, you only have so much energy. And it's not necessarily getting the best result for the client, which is also something that I realized, like, What if there was a way, so I realize there has to be a better way, because I'm done trading my hours for dollars. That's how I felt, I'm like I'm done being and when people would not show up, and then I wouldn't get paid. And I'm like, Hey, you know, that's the agreement, but they're, they don't care. Yeah, like, oh, whatever. So, you know, we're not a doctor's office, it's gonna go to their insurance, right? It's like, Buzz off. And so that's when I created my first online coaching program, which was in November of 2018. And that was, you know, if you're interested in mindset and self development, like come work with me in this six week intensive, and that was fantastic. first launch, that was \$18,000. And I was like, holy shit, that's a new game, my wedding. I was like, Oh, I felt like I had discovered like a new earth. You know, I was like, this is it like, Oh, my God, like, this is incredible. Right? So I realized I was onto something, again, like feedback, and ran that a few times more feedback came everyone who went through that was like, this is great, but like, how do I do what you do? I want to be a coach, I want to quit my job. I want to learn how to use Instagram. Ding, ding, ding, ding, because I was kind of tired of life coaching. Like, that's a lot of energetic drain It's tough. Yeah, taking it on energetically, right? Because your resume and it's video, and it's the whole thing. And it sounds like Okay, give the people what they want. Okay, there has to be a better way. Looking at the feedback. So that's the first round of boss and that I think, launched in late 2018, or no, early, early, mid 2019. And that was like off to the races. And I was like, I love this. This is the thing. So I think I wasn't afraid to pivot, you know, from yoga, influencing to life coaching. And that step I was like, Who's gonna believe I'm a life coach who's I questioned myself, I don't ever want to think I was just like, I'm so amazing. What No, like, right. I helped myself I hadn't helped anyone else.

Shannan Monson

Yeah. Isn't it interesting, though, even with certifications, you know, everything that you've done yoga, you had a fight, like the yoga teacher training is intense. My sister's down at the five point

like you had certifications. Same thing with life coaching, like you went through a certification process, we get this education. And I think that it's still so common for us to look around and be like, we're not qualified to do this and to feel that sense of hate imposter syndrome. But feeling that way. I know I struggled with this for a long time and calling myself a business coach. And I was like, Who am I to say a business coach and I have friends like, well, you built multiple six and seven figure businesses like I think you can call yourself that right here. Like we really have to just I guess, what advice would you give for someone that doesn't feel like they're ready or good enough or qualified or they don't have a certification

Jenay Rose

Oh, that's so good, I would say you are always three steps ahead of someone else. And that's your ideal client. Right? So and really being an integrity with that, like if I'm if someone comes to me and says, I need your help, and you know, we go into a qualifying conversation, and they are too far along for one of my programs, I will either make something for them, or I will be in integrity and say, Look, I don't have something for you. I'm not taking on one on one clients, like, here's someone I think you should go check out. But first of all, always get, don't ever be afraid to ask for help. And don't ever be afraid to increase your trading. Like I'm still I still work with my boys not because I need one out with this point. But because I always want to ensure that my clients line of information and education doesn't stop with me because I'm blocking them. Like, I always want to understand how does another business run? Like, what are these other people doing? Right? And the people that my people that we mentor with? Or that I pay to mentor me, no one would probably know, right. And that's the point. That's the goal. For me, I don't want to necessarily just work within this space. But I think I was never afraid to get more education ever, ever, ever. Like I was always like, Okay, this is money investing in me, even if that investment didn't turn out the way I wanted, even if maybe I can't count the dollars and making from it, it will all it's like a stacking effect, right. It's like your momentum stacking when you're investing in yourself. And you're always three steps ahead of somebody else. And like that's the person that you can help because you know how to get them from A to B to C faster than they can do it on their own. That's all you have to add. That's all the value have to add to them.

Shannan Monson

I love that concept of being an integrity. So because the fear that we have is that someone's going to point us out and be like, how dare she, she thinks that she can do this. And I think if you sit down and say, here's the things I'm comfortable doing, here's what I know, here's what I have results for myself and for others. And here's what I can teach, and be willing to say I remember the first time I told a prospect said You know, I'm so excited for you, I believe in you so deeply, I haven't done this enough times to be prepared, you know, you're too close to the level to me, for me to be able to support you at the next level. And it's it's a feeling that you're kind of like you have to be very secure in yourself to say that too. And so I think from the beginning, you know, my little TED talk here on imposter syndrome. As long as you know what you can do, you should you should be so proud of that and firm in that and really write down like take time to write down all the things that you're good at, that you've helped people with and you stay within that and continue growing, you're always going to be really successful. Okay, going back to your seven figures, your three lessons from seven figures, your versus to recognize

opportunity, which I love, I absolutely agree with and opportunities always presenting itself and always changing. And I think right now, we're in the middle of one of the biggest opportunities in not just our lifetime, but generations with the way the world has been shift shifting because of COVID. The second thing you mentioned was feedback, just constantly listening for feedback, and implementing and not being afraid to pivot. What is the like final thing that you feel like really allowed you to break past not just this barrier of being a six figure entrepreneur, which congrats but a seven figure entrepreneur

Jenay Rose

Do not being afraid to dream big. And I think a lot of people stop themselves from that, because it seems so out there. And they let other people's belief of what's possible, affect them when I always, for some reason, intrinsically, like deep in my gut soul whenever I knew that, like even let's say my parent saying to me, you know, that's too big, you can't do that. I knew that that was their reflection of what was possible for them. And not what was possible for me. Right? And I just was like, just go like you literally have nothing to lose. Just go You will always regret not trying the only thing you will never regret. It's trying even if you fail, and I'd failed so many times in my life. Like I when you said that three businesses thing I had tried doing a jewelry business fresh out of college, I tried when I when I went to Bali with Garrett, we came back and we found these like amazing temporary chips that we wanted to import. And that totally failed. And we want the whole thing. Right? And I'm sure there's some other business around somewhere that I could find that didn't work, you know, and that's okay. being resilient is definitely that's what

Shannan Monson

I say what you said again, about a being a reflection on them. But you said that really resonated.

Jenay Rose

Yeah, so with anyone who tells you that's too big, you can't do it. That's truly their reflection of what they believe is possible for themselves. That has nothing to do with you. And a lot of that is societal, right? Like, who says a five foot two blonde 100 pound, little Jewish girl from Long Beach, California is allowed to make over a million dollars a year and shoot for \$10 million without ever having a business degree. Nobody says that's okay. Except motherfucking me and I'm the one that's gonna do it. And I'm right. I'm gonna be the one that like sits down my parents and like Mom, Dad, I've saved a million dollars in cash and their fucking jaw hits. Right like those are the moments where I'm like, Yes, like, this is proof of what I always felt, right. And it's easy to second guess yourself. Don't believe that for a second, don't believe other people's projections,

Shannan Monson

it's such a good reminder that it's there, there, it's a projection on them and not a reflection of you, I'm gonna tuck that one away for later, I would love to hear more about I feel like you are the queen of sales. And it actually makes a lot of sense, realizing that you did door to door sales and you know, worked for coke. I think that initially, people don't necessarily love the word sales.

But sales is what drives business, if you're going to continue to make more revenue in your business, more profit more take home, which is everyone's end of day goal, you have to drive sales. So I'd love for you to take us through your sales process, or I know you have like really phenomenal foundational teachings of how to sell effectively. So if you could give us like a mini course, in how to effectively sell through social media and through discovery calls, I would love to hear just your wisdom.

Jenay Rose

Absolutely. So when it comes to selling being really, really connected to your price, I think is something that is very much under utilized, you do not have to charge something that you feel is too high, right? Like a lot of people will say you have to sell high ticket, I didn't start selling high ticket, right? It was I went from 100 to 100. I'm a huge fan of incrementally increasing your price in accordance to your confidence. And that is something that like, y'all don't have to come out the gate charging five grand if like you are like, no one's gonna pay me that, then start at one, get somebody to pay you that fantastic go to 1100. Right, like allow that to build your momentum in sales. Because if you do not believe that you are worth more than double what you're charging. And I will repeat that because this is a concept that we teach. If you do not believe that your client will walk away with double the amount of value lessons skills, progress, whatever that you have charged them, you will not be able to sell at that price. So if I believe that you're going to walk away with \$10,000 of value from working with me, I can easily charge five grand because I know I'm worth double. And that's going to show in the sales conversation energetically.

Shannan Monson

Love this concept of like, if it doesn't feel good, don't do it. I think sometimes the message we get inundated with is charge more, you're worth more don't undervalue yourself and all those things are true. But you have to get proof and validation to have confidence that confidence comes with action and those \$100 sales \$200 sales. So I think that's phenomenal advice. I agree. I'm also not like just raise your price and charge more, I don't think I don't think it's good advice unless it's coupled with here's how to communicate the value of here's how to feel confident in the value. So I love that rule of having at least double the value. So okay, we're going to get comfortable with the price, make sure that we feel confident in the value now.

Jenay Rose

Okay, so you're confident your price, you know the value. I think what a lot of people misunderstand about sales is you're not, you should not be talking more than the person on the other end of the conversation. Right? So it's all about asking pointed questions. So if we're in a sales conversation, let's say you reach out to me and you're like, what's your pricing? There is a sphere of influence that you want to create immediately off the bat. And so when someone messages me that the first thing I do is I ask them a qualifying question, because I'm going to show them that I am the leader of the conversation. Does that make sense? People don't people don't do this, right. And like I get these types of deals all the time. How do I work with you? What's the prize? You know? Can you help me with this? Do you have free advice around

that? All of those I'm looking at as qualifying conversations. So if you don't like the word sales, cool, talk about qualifying, who's right to work with you.

Shannan Monson

Right? And when someone asks, How much money does it cost? They're not they don't they're not asking how much money does it cost? They're asking, Is it worth the value that I believe is the value the cost? Does the value outweigh the cost? That's the conversation they're having, like, this is on a teeter totter, does the value outweigh the cost? But they're not giving you an opportunity to tell you what the value is? Or what's included there? They've already decided what they think the value is. And they're waiting for a number to say yes, no, that's worth it to me. Without even giving you an opportunity to have that conversation. That's one of my favorite questions to respond to. How do we tell us like your scripts? I know how I respond to that. I want to hear your script. When someone's ID I dm you. I'm like, hey, how much does it cost to work with you? How do you respond?

Jenay Rose

So hey, name Hey, Shannan. I'm happy to help. So I've I've given you something like I hear what you're saying. I'm acknowledging that she's asked me a question, not just like fully ignoring it. Walk me through what you're struggling with your business right now are a walk me through what you're hoping to get out of coaching or Why are you looking for a coach right now? Like you need to start isolating, what is the pain? What is the problem, because even if they think in their head, it's only worth this much. You'll prove it to them by outlining how many problems they have and figuring out what's broken in their current strategy. That's going to make someone pay way more than they would even normally think about pay.

Shannan Monson

Yeah, I love that. Walk me through, walk me through it. That's it. That's a good way to phrase it and opens the door. opens the door for a conversation instead of yes or no. So I think also I think what this with objections to sometimes when people ask objections, we think that they're looking for a yes or no answer or it's right or it's wrong. But really, it's almost like you can come sit next to them. Okay, I'm gonna come to your friend, I'm gonna help you figure out if this is the right the right decision for you or not. If it's not going to help you kind of go from there. And I think that's really good advice. Okay, so we are confident in our chat charge. We're asking our price for asking qualifying questions. And you're doing all of this mostly through social media, right? Yeah. How do you get? Yeah, how do you get them to dm you in the first place? Because I know that's a big thing that people struggle with.

Jenay Rose

Yeah, so I think leveraging call to actions whether it is in a post, whether it's in your stories, and appointed call to action, right struggling with XYZ DM me to learn if our four step process can work for you. Right, like a pointed question, not like DM me, if you want to chat more about what I do know, like, get clear, right? What are you asking them to do? The more clear that you can be in those types of call to actions, whether it's stories, labs, whatever, the easier. Of course there are ways like if someone votes in your poll, you can go like start up a conversation, but

make sure it feels good. And it's not like a weird, spammy thing, because you know, we all get those spammy messages. Nobody wants to be on the other end. Nobody likes someone today who's like her tagline is like, I help six and seven figure coaches close more sales in the DNS, her message like Hey, babe, or Hey, girl, love what you're doing love your vibe. And I wanted to be like, why? I'm probably gonna respond to like, why? First of all, you couldn't use my name. Second of all, I know, you want me to see that you're closer, you are talking to the ultimate closer. Okay, you want to come close? Me? Let's go. Like, I want you to work for it. So I think there's a lot of like, you know, if you guys get clear about what you're asking, and truly you all should know, what is the information that you need to understand about this person where they're at what they're struggling with? What why it hasn't, what have they tried before? Why hasn't that worked? You need all that information before you can tell them? Yes, this is a good fit, I can help you let me walk you through what it is that I do, or no, because guess what, the prices are irrelevant? If they're not the right fit to work with you. So if Shannon pops in my DNS and she's like, How much is it to work with you? Like this is my budget? I mean, the prices are relevant if I'm not the right person for you. So let's make sure. Oh, I'm the right person.

Shannan Monson

That's so good. That's so good. is irrelevant if it's not the right fit, and that shouldn't be the first question and the first conversation. You kind of breeze over this and I want to go back because this is like one of the hills I will die on. When people message and I'm just if you're listening to this, please never do this. And don't be afraid to encourage people not to. Hey, girl, boss, Hey, babe. Hey, girl. It's okay for me to call a friend, you know, girl or baby, when you have a relationship. I personally think it just shows such a lack of disrespect that you didn't take the time to use someone's name and see if they're comfortable using pet names with each other. And I think that it's something that has been normalized for women to be called baby girl, sweetie, honey, and I cannot tell you how I address Yes, yeah, please do because I was like, No, don't do not call me that.

Jenay Rose

Right. So you know a lot of people who have like personal profiles, or they're a new coach, they don't necessarily know how to set up their Instagram. They'll message me and ask about what we do all that good stuff. I want to go coaching business. Okay, amazing. The first thing I'll say is I'll go to their profile. I will take the time. Yes. It's still me in my DMS. I will take the time. Look at their profile. If I can't figure out their name is my first question is, hey, what's your first name? I want to make sure I address you properly. Like we're humans, right? And it also tells her that I I'm here I'm present and I care about who she is not what she has to offer me as because this is the thing with sales, you have to be detached. If you are needy, and you are that's where it gets slimy and creepy and weird and pressuring sales itself. It's just sales like this word salesy has no negative connotation. It's the way that people go about it. Right? And so it creates that like negative fear slimy car salesmen thing. When in reality like what what's wrong with me and car salesman? Like he's just selling cars, yo, he's just doing his job. Like, I'm slinging courses and coaching. It's all good, right? But like, it's all about your approach. It's all about your frame, especially in sales. Like if you're giving up control too early, that person is gonna pay you and

they will own the relationship and they will bail on your call like it all right, it all happens not first conversation.

Shannan Monson

Yeah, names are so important. It's like not just a sign of respect, but as our entire identity. Right? I've been reading a lot about this, like our entire identity is around your name, like I'm gonna do everything in my power to pronounce your name right. I'm going to spell it right. I'm a Shannan with an A like, those little things are just such a sign of respect. There's really some interesting studies around the like, Reticular Activating System. Like you can be in a crowded party crowded room, which might be giving all those anxiety right now. But remember back in the day when we could be in crowded rooms without having anxiety, you're in a crowded room. It's loud. If you hear your name, we have the ability to drown out everything else. And we immediately pick up. And so I think there's just so much power and those little things. A lot of times we talk about sales, and it's seems hard or overwhelming. No, it could be as simple as just saying somebody's name and starting a conversation. So it's very powerful. I have a hard question for you. I'm hoping you'll go here with me. I'd like to hear like your biggest mistake in business, our biggest failure and what you learned from it, I didn't prepare you.

Jenay Rose

Okay, no, I'm all good. So let's, let's call it like it is I called you and, and totally crying when this all happened. And I was like, This is the biggest mistake I've ever made in my business. It was pretty big story. Well, I hired someone that, you know, had the control of the frame, right. So we're talking about sales, and I was almost subservient to this person, I fell into this, like people pleaser mentality, and I hired this person to come work for me. And it was so bad and so toxic. And it was such a large waste of money and time and energy that I almost spun out, like I was in full burnout, chronic fatigue, I was like working 10 hours a day paying this person more a full salary 75 grand a year more than I've ever been to anybody. And that was, without a doubt the worst mistake that I had made, and that I learned how to take my power back. And I think that's really important, because I gave it away at some point in my business, because like, there's too much meeting handle on just one person. I can't do it all I need all this help. I'm like, Whoa, whoa, whoa, whoa, whoa, like, I got it to this place before this person. And I realized not to believe everyone at face value, which I know is a little late in the game, to learn that I'm an overly trusting person, I think. But yeah, with business. This was a new mountain that I never, I had never climbed before, which was like hiring a full time team of employees who are working for me to build my vision. Right? You know, it was just a new kind of new level new devil thing

Shannan Monson

Say more about taking your power back. Because I think this is something you whether you're an entrepreneur, you start a business, whether you're a seven, eight figure entrepreneur, this is something that is so important, because it's I think it's I struggle with this, it's just so easy to look at everyone else and say they have the answers they know better. So, like, I want to hear you speak more to like, how you how you gave your power away and how you took it back? Or, you know what you would say to someone in the same scenario, because that's, that's really resonates with me? Yeah,

Jenay Rose

I would say that if you're feeling like something isn't clicking, listen, listen to that. And I continued, I wanted it to work, I wanted it to work, this person had the qualifications that I didn't, they came from a corporate, you know, marketing and operational background, and they talked the talk, but they could not walk the walk. And that is something that I think we're gonna see more of in this space as it grows. And that's why I'm like, such a big preacher of being your integrity, say what you can and cannot do, like, it's okay. Right? Um, and yeah, it was listening, getting really quiet. And I was having, I was like, really having panic attacks. Like, I would say, this has been the hardest year of my business ever. Because we're in that place where we're at, like, 1.5 wanting to get to five, right, or wanting to get to three. And that is a totally different ballgame. As you know, there is a big difference between \$250,000 a year right to \$200,000 a month, right? Like right at the cusp. And I mean, that is a big But like, I need like, new, crazy level, right? Like I and I didn't know because everything for me, it wasn't easy, but it was like I could ran through it. I'm around. I'm an Aries. Like, I could just like go, you know, and this was like, I can't go like it's stronger than me like what's happening can't force this to work. And so had to slow it down, had to cry a lot had to like really start to remember what what do I want for this business? And what do I want it to feel like because I was trying to emulate some big thing with mentorship to sometimes you get into this, like, emulation mode and you like want to copy everything they do or you want your business to look just like theirs. And I was finding that and I was hiring someone because they were like you need to hire this person. And it was just like the worst. And I had to really step back and like stop asking for help. That's one thing I had to do. I had to like stop asking for help stop looking to you know, my husband stop looking to my mentor has really set pen to paper or iPod pen to iPad and like, What do I want? what's not working? I did like a pros and cons list like it was so just simplified because I was so overwhelmed. And the business was getting so much more complicated. And there were so many other new projects, initiatives, and we want to do all these things. And like I literally sat down and cried one day, and I was I missed just me and my phone. Like, I was so overwhelmed. I couldn't get on stories. There was like a three week gap where I did not do one Instagram story. And I've been doing Instagram Stories every day for probably four years. Yeah.

Shannan Monson

Yeah, there's so much value in like, listening to yourself and getting into your power. And just because you haven't done it yet, doesn't mean you aren't capable of doing it next. And that's the same belief that got you from zero from, you know, yoga teacher to six figure entrepreneur, that guy from six to seven will take you to the next level. And that's something that I think you always have to constantly come back to wait a minute. I can. Yes, I can. One of my favorite affirmations is just Yes, I can. Just because I haven't doesn't mean that I won't. I think that's really a really powerful because it's common to get overwhelmed. It starts getting big, and all of a sudden, it's like, this is too big for me. I can't do it anymore. I don't have the skills and preparation. But I want to remind you, you didn't at the beginning, either. Right? You didn't have to be good either.

Jenay Rose

Yeah, yeah. And you start to look to all these people that you're paying to help you. Yeah. And it's like the you're leading the ship. And so I think leadership has been a very big growth period for me, because I was always leading my audience leading my community. I wasn't necessarily leading a team, right. And like, the business got so complicated, but our revenue did not increase. And that was like a huge red mother effing flag. Wait. It's very, right. That's a that's when your business breaks, right is like you're trying to get to like 100 grand a month. 250 grand a month is supposedly the hardest growth period. I mean, I know that those numbers probably sound nuts to somebody listening to this. Sometimes I have to remind myself like Janae you sound nuts. Like, that's insane. Yeah, those are huge numbers. But everything breaks. And we're just moving through that, that period, you know, and I've learning to like, enjoy it a little bit more.

Shannan Monson

Yeah, it's just such a good reminder. Because, you know, making \$1,000 on your own sounded crazy to me, and then making it 5000 sounded great. And, and I think coming back to this, like, just something you've mentioned multiple times in this episode, is listening to yourself and trusting yourself and trusting in your own power. You weren't listening to your parents and the advice they were giving you or your boyfriend or your friends. And I think that you have to be able to continue to tune in because what happens is voices get louder, you've got more people, bigger your team gets, the bigger your audience gets, you got more people telling you. And I think that the the takeaway that I'm feeling from this is actually Wow, our inner voice is really powerful. And the best thing we can do is not get louder, the bigger we get, but get quieter. So thank you so much. Janae. This has been absolutely phenomenal. Before we wrap up, I want to make sure that everyone knows about your boss method and your program and how it works because you're just a phenomenal coach and friend, and I want to make sure that they know where to find you on Instagram, how to learn more about your program. So walk us through that.

Jenay Rose

Okay, amazing. You can all find me at [@jenayroseofficial](#). And the B.O.S.S. method is our trademarked proven four step process for coaches of all different niches. We've literally served coaches, consultants, experts across any different nation industry to get into their \$10,000 months in their business. And we leverage organic social media. So we teach you true sales acumen true offer development, iteration pricing packaging, we help you with every single step of the way. And there's really no other program like this, you've probably heard of business masterminds. We are a business accelerator program. So when we say 90 days, we mean 90 days of like hard work intensive support for weekly calls with our team of experts. There is just insane amount of support. And if anyone's curious about that, feel free to DM me the word boss or we'll drops and stuff in the in the link below. But that methodology has been something that I've cultivated over the last several years of working with hundreds and hundreds and hundreds of coaches. And we know that it works. And it encompasses everything from building an organic audience and going viral to offers and pricing to sales and scaling your business and doing things like protecting your revenue and tracking your finances and all those fun things that no

one wants to talk about. But it's all very important. I'm super important. And I think one of the most important things that we truly do is we give you the skill sets that you need to walk to run your business forever. Like I always say we want to be the only business program that you ever need, at least to get you into the six figure mark. And we stand by that. And I think our our case studies walk through that too. It's pretty it's really cool. I just love business. I love online business of social media. And I'm so grateful to not only have this platform, but to be in this space and you know, side by side with you and so many other incredible humans and entrepreneurs who are leaving this space because y'all we're leaving it like there's never been a better time to be an entrepreneur online. No matter what type of skill or expertise you have. Like there's a way to develop a coaching program or a course around that and change lives with with Your voice.

Shannan Monson

Well, I can't recommend Jenay, not just as a friend, as a former coach of Jenay's. I've seen the insides of this program. I've seen her build it and bring it to life and seeing the results and testimonials and really can't recommend it enough. We barely just touched a little bit on her sales knowledge and expertise, but a phenomenal program. So definitely follow me on Instagram, check her out, and we'll drop links to the boss method in the show notes on the website as well. Jenay thank you so much for coming on the show.

Jenay Rose

Thank you for having me. I love you.

Shannan Monson: Thank you so much for listening. We hope you enjoy the show. Follow us at CEO school on Instagram for show notes, inspiration and exclusive behind the scenes that you won't find anywhere else. We also have an absolutely incredible resource for you. It's the seven lessons we learned building million dollar businesses. These are complete game changers and we want to give it to you absolutely free. All you have to do is leave a review of the podcast, why you love the show, screenshot the review and email it to Hello@ceoschoolpodcast.com and we'll send it your way.