

## Episode 14. The Worst Part of Your Best Month Ever

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JACLYN: Welcome to Go-to-Gal Episode #14. Let's reminisce for a moment here today. So will you just humor me for sec. I wanna know what was your best month ever? How much did you make? How long ago was it? Was it last month? Was it last year? And most importantly, how did you feel? How did your best month ever make you feel? I'll give you a moment.

Okay, can I take a guess? **At first, when you realized you're having your best month ever, you're probably like oh, my God, this is my best month ever! This is amazing. Right? All the happy dances and champagne popping, however you celebrate. But then, I'm just gonna go on a hunch here, then those times are probably immediately followed with something like what if this never happens again? What if this is a fluke? What if literally everyone fires me or wants a refund tomorrow?** Right? No, I'm not psychic. If these sound familiar, I'm not reading your journal but I have worked with hundreds of women who have felt this very same way. And hello, I spent years trying to get my own inner mean girl to simmer down when these thoughts pop-up. This is just part of the processes.

Here's the thing: as soon as you let the little voice take over; like we have the best month ever and then immediately, "but what if this *is* my best month ever?" **You're going to scarcity mindset. You shift the whole dynamic of how you're thinking and something that really is such an amazing positive thing, our brain is trying to protect us and because of that shifts and this scarcity mode. So what scarcity mean? Basically, scarcity is fear. It's the belief that there will never be enough, in its most simplistic definition.** I don't have Webster's dictionary up for anything but let's just go with that. **The opposite of scarcity mindset is the abundance mindset.** I'm sure you've heard these terms before but I want you to see how this plays out in real life, in your business. You have this big, big month and then all of a sudden your brain starts messing with you. I have a new rating but I try to keep it pretty. Pretty PG around here. **An abundance mindset is the belief that there will always be more, that there will always be more, that there will always be enough.** Let's just say limitless potential and you get the idea. **So you want to be in abundance mindset to keep your business growing and just believing that a happy, healthy life. But sometimes that's easier said than done. Part of this is building the awareness of when you get scarcity mindset.**

So what does scarcity mindset look like or should I say sound like an action. So it's sounds a lot like some of the clothes I was saying before but let me give you an example. **A scarcity mindset was sound like in this situation what if this is my best month ever?** Like literally, what if you never had a month like this good? What if I never had a better one. Now, the same scenario, **an abundance mindset would sound like what if every month was my best month ever.** How powerful is that? You hear that difference? When the scarcity mindset drowns out the abundance mindset which is freaking easy to do, can you guess what happens? That's when your best month is followed by your worst month ever, right? Really is not quite so best month. **You take on non-dreamy clients because you're afraid that that dreamy client isn't there waiting for you. You're afraid to turn them down and you take on the clients or the projects or the opportunities that are not quite what you really want. You're afraid to raise your rate. You're afraid no one is going to pay you what you want to make so keep yourself stuck there. You're afraid to fire soul-sucking clients.** I know how hard this is but you hang on to this soul-sucking clients because you're afraid that there is not more out there, that you won't be able to replace that revenue. **You bury yourself in your work and pull back from putting yourself out there. And we all know we need to be out there to build our brand as Go-to-Gal's but it's really easy when we're in this state to just stay behind the scene and doing the work but not being out there.** I could go on and on ,and part of the reason for this feast and famine cycle as you can see with entrepreneurship is that we unconsciously self-sabotage ourselves especially after our very best months because we're literally freaking out our brain. Like what is this? This is new. This isn't our normal. We need to protect ourselves and go back to our normal. And this is gonna hold back from growing. If you've noticed this cycle in the past, we gotta tackle it.

And listen, whether you decide to join us this month for Best Month Ever, the program we're starting on March 27<sup>th</sup> or not, I want you to open your mind to the idea that next month, April, if you're listening to this live, I guess not live I'm pre-recording this. But if you're listening to this in March when we first released it, the next month could be, and this applies by the way, whenever you're listening, this totally applies, that next month could be your very best month ever! And so could the next and the next and the next.

Seriously, let yourself go there. Get your freaking hopes up. If I hear one more person tell me they don't wanna get their hopes up, I might throw saturation here. Because if you're not willing to get your hopes up, what are you willing to do? We put so much energy into protecting ourselves from disappointment and failure. We're even afraid to get vulnerable with ourselves. Seriously think about that. We're spending all our energy staying safe. I want you to be on the lookout for these butts to show up because you might be nodding your head like oh, Jaclyn, you

are calling me out! Or maybe you're like oh, this is good but I don't know if this is really me. Sad to say that it is but I want you to check yourself here, beyond the look out for the buts that are showing up, I want you to try this out. When I say let's make April, let's make next month your best month ever, what's your initial response? Are you like hell yeah, next month's gonna be my next month ever! Or are you thinking aaahh, I don't know if I could do that but I have to do this... but this can't happen because of this... but I don't have enough time. Hear these buts? Those buts, those are excuses and there's a million of them.

Now, I want you to think about this. Actually, this came upon a client call not too recently and I got a little because this stuff fires me up! I want you to think about this: those buts that keep showing up, what if you fought just as hard for your growth as you did for your buts? There is the mic drop! But that, that right there. Fighting just as hard for your growth as you are for your buts or not fighting for your buts: that is the key to your best month ever. That right there. So let's screw that fear. I am fired up now, can you tell. I want you to embrace vulnerability. Get those hopes up. Think big and take action. If you are seeing others have big success, it only means that is a possible for you too. And start getting pumped for next month to be your best month ever, seriously! This can happen for you.

And if you want some support with that, if you want an amazing community and the energy of a group that's all in this mindset together; where I layout the strategy and we go deeper into this mindset work to make this happen because it does go hand in hand. You know by now that business isn't just about strategy. It has to be layered with the mindset. You can have the best strategy in the world but if your mindset isn't matching it, you're not gonna implement or at least you're not gonna implement and get results.

So this is a pretty simplistic program. It's a two-week live course that's designed to give you the fastest results possible. We ran best month ever for the first time back in September and it actually was born out of a program I ran about a year ago. And what happened in the program was in the first couple of weeks of the program, the ladies were showing up for the live coaching calls. And literally, within just a couple of weeks, were having their best month ever. It was an amazing success. But they had barely even scraped or touched into the actual course modules and everything. So we're having a group coaching calls every week but they had barely even dove into the actual material. It was really the conversations that was happening on this group coaching calls that were helping unlock this best month ever. Last summer I dug in. I'm like I have to figure this out. What was happening in these sessions? How did this happen? How did they get their best month ever? And what I realized was it was a few simple strategies that admittedly I didn't even think to put on the program. So

that was a mistake I messed up. Sometimes we are freaking close to what we do we don't even realize that that something other people wouldn't know or wouldn't need to hear or would need to hear in a different way. And when I realize in retrospect was not that it was so ground breaking, the content for any of them, but it was the simplicity of it layered with the mindset to actually implement. And when you're surrounded with the energy of other people who are doing that and the support of being able to ask, ask for help and beyond life coaching calls, that is how it happens.

So instead of putting this into one of my higher ticket programs or just kinda saving it for paying clients, I have rolled this into a two-week live course that is only \$97. And that is the magic of best month ever is that it's two weeks and it is intense two weeks. But when we had this in September half of the ladies in the program literally have their best month ever in those two weeks. How crazy is that? So I would love to invite you to join us because some magic is going down on April and I want you to be a part of that.

I'm gonna be breaking down all of the strategies and mindset works step by step so that you can take action and literally have your highest revenue month ever next month without funnels, ads, without posting on Facebook groups all day. We'll really keep it simple. It's over a thousand dollars of value packed into these two weeks for only \$97. So if you are up for it, head on to [jaclynmellone.com/bme](http://jaclynmellone.com/bme) for Best Month Ever. I would absolutely love to have you join us because next month should be your best month.

*OUTRO:*

JACLYN: Well, that's a wrap. I got a little passionate today. But I just believe so whole heartedly in this sad end and I want this for you, too. I see it happening with my clients and I want this for you, too. So thanks so much for joining me. I love that you're listening. And if you like this, this is a little bit of a different style of episode that I've done before, so I would love your feedback. Head on over to Instagram or to Go-to-Gal account is go to [go.to.gal](http://go.to.gal) and send me a DM. Let me know if you like this shorter, maybe borderline ranty episodes that are just me. Let me know what guests are your favorite or what style of episodes you like. I welcome all of your feedback. Thanks so much for listening and see you next time.

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