

Episode 103 – The Practical Application of Incorporating Hell Yes into Your Business

Jessica Miller

[0:01] Hello, everyone, and welcome back to the show. I'm Jess Miller. I'm the host of the It's Your Offer podcast, and I'm excited to talk to you this week about the practical application of incorporating "hell yes" into your business.

Jessica Miller

[0:16] So if you're new here, I want to tell you that I am very, very passionate about making sure that your business and your offers are a hell yes for you. If you've been around here for a while, you have heard me say hell yes, probably 1,000 times. If it was a drinking game that you could take a drink every time you heard me say, hell yes. And I don't use that saying just because I like the way it sounds. And I like to say it although that is part of the reason I incorporated into my business and my branding. I use it because I think it is one of the most powerful tools and biggest differentiators and guiding lights that you have in your business as it relates to what you do, the offers you create, and the people that you work with.

Jessica Miller

[1:07] Now, although I love energy and mindset, and all of the intangible vibrations that make us human beings and who we are, if you know me, you know I am all about the practicality of it. I'm all about doing things that are efficient, and increase your productivity and essentially give you more results with more output by doing less. And one of the ways that I think that you create more in your business, that you have a bigger impact that you call in your people, that you align your business and your offers with what you want, is dialing in and dialing up your "hell yes" energy in your business. I believe that the only way that you can have a business that is aligned, that is thriving, that is essentially you and connecting you with all the things that you want, is if you incorporate your hell yes energy, your hell yes ideas, all of your hell yes, into your business and more importantly, into your offers.

Jessica Miller

[2:20] But today, I want to dive a little deeper. And I want to talk about, practically speaking, what does that mean? Because sometimes these things that are very intangible, like hell yes energy, can be kind of fluffy. And they don't have a lot of, dare I say, sort of teeth to them, or pull through. And I'm here to show you that even though it's intangible, it is powerful, and it is extremely practical when you incorporate it into your business. And I'm going to talk to you today about the ways that I see dialing in and dialing up your hell yes energy for your business and your offers is one of the most practical things you can do for creating the result in the outcomes that you want in your business. And it is essential for success. Essential. So let's dive right in.

Jessica Miller

[3:18] Number one, when you really look at your hell yes energy, when you look at the things that you are hell yes about, one of the first things it does is it informs your business and your focus. So we have all heard this before, if you are an entrepreneur, you have heard this, right? Go after your passions. What are you? Where do you lose time? What are you passionate about? And it all sounds like, great on some level, but I want to offer that it is a North Star, your hell yes energy. And it's a North Star because the things that we are a hell yes about really are an internal calling to the work that we love to do. What ends up happening, though, often is that we get hell yes about something or we are really excited about it, and this little voice in our brain, that lizard brain who's trying to keep us safe and do all the right things, shows up and tells us like, "Yeah, that's great. And yes, it's awesome and fun. However, there's a really, really low likelihood, you're going to make a living doing that. There's a really low likelihood that that's actually a sustainable business idea."

Jessica Miller

[4:37] And it starts to set up all of these sorts of guardrails and boundaries over what we should be doing in our business where we're going to be successful, where we should be spending our time. But the reality is that your hell yes, what you are passionate about, your desires, are a compass for the things that light you up and the things that ultimately, I believe you have those desires and those passions to help guide you toward your life's work. And desire and passion and hell yes. If we just kind of think about this on a societal level, those things seem very dangerous. I actually did a podcast episode on this. It's called Dance with Desire. Go check it out. It's one of the very early episodes. And it talks about kind of this fear around desire, fear around hell yes, and how we really kind of put that to the side, and sometimes we negate it. But I am here to tell you that not only should you embrace your hell yes, make it part of your business, really lean into it, but actually, you need to start with it. It's not an afterthought. It's not something that just shows up randomly. It is part of who you are. And it is one of the things that can lead you toward a successful, a profitable and a hell yes, fun business, when you give it that airtime. So I want you to remember that hell yes is one of those things that gives you a sense of where your business is going, like where you want it to go. And where you should be focusing. And you should start by listening to it.

Jessica Miller

[6:22] Okay. So from a practical perspective, you want to give that hell yes energy, the airtime. So it can steer you toward a fulfilling business, not use it as an afterthought. And when you steer your business towards something that is fulfilling, guess what happens? Gets to be a whole lot more fun and a whole lot easier. This is especially important as people who have been in business for a while, because we start off a lot of times with all of that excitement. And then as we go along, sometimes we tend to get off course. And it is so important that we take note of that passion and that hell yes and where it's pointing us, and we don't ignore it. We really give it that time to help us make decisions on the next step. Keep that momentum and that excitement alive by using that hell yes to inform your business.

Jessica Miller

[7:14] The second way it's super practical, is it calls in your people. Okay, this is so important. When you are hell yes about something you have a certain energetic vibe, right? You are putting out there

that you are excited about this thing. The beautiful thing about vibrational frequencies is that they line up. You know, I always make the joke about how, you know, I grew up in New York. I used to listen to 104.7 It was the, you know, rock station, K 104. For all you New, New Yorkers, like dating myself here, K 104. And I was always joking that if you want it to be rocking out with K 104, you can't have your radio tune into NPR. Like no offense to NPR, there was a place in the world for all of it. But if you want to be catching the waves of K 104, you got to be dialing in to that frequency. What happens when you show up in your hell yes energy is the people that are also at that vibrational frequency catch the wave, right? They're tuned into to you. And energy is contagious, especially hell yes, energy.

Jessica Miller

[8:23] I mean, even just saying it is awesome. But it's so powerful. And it calls in your people because they are vibing where you're vibing. And we've seen this all the time, right? I mean, you could pretend you go to a networking event and you're talking to a bunch of people, and there's somebody who just gets the same things that you get, or they're saying similar things, or they're similar interests. Like they are vibrating on that frequency. And what happens, it's like instant connection, right? We've all had this experience. It is not an accident. It's not a random like, by chance phenomenon. This is like a law of the universe. So, when you dial up that hell yes energy, when you use that as your guideposts and you start going toward it, what ends up happening is you draw in your people. And we all know as entrepreneurs, calling in your people is a huge part of the adventure, right? It's a huge part of building your business. You need to have an audience. You need to have people that are attracted to what you're doing. And when do you show that energy and you start attracting people to you, it makes the entire process so much easier. And that's really how you know as entrepreneurs, we are in the game of attraction. The thing that makes you super attracted is your hell yes energy.

Jessica Miller

[9:46] So from a practical perspective, you want to dial that energy up and make sure you're dialing it in and you're very intentional about it because it will call your people in. It will call in, especially your ideal clients because they'll, those are the people that are on that wavelength. And here's the thing, your ideal clients are always ideal for you because they are on your wavelength. They get it. I always tell my clients, 'You want to work with the people that get it and get you.' That is when it gets awesome. Those are the people you want in your business. They come from your hell yes energy.

Jessica Miller

[10:22] The third piece is it puts you in flow. It puts you in flow. When you are vibing with the things that you are passionate about, when you are connected to your hell yes energy, you are in flow. And we have all been there, we have all felt it. We often think again, it is this rare phenomenon, it happens by accident, right? It's not something that we can, you know, intentionally step into. It feels fabricated when we try to do that. But I am here to tell you it is the best time and effort you will ever spend getting yourself aligned and into that place with your hell yes energy. Because it puts you in the flow with all of the things that you like that you like doing, that you're passionate about, and it makes your work and your business and all the things you touch so much easier.

Jessica Miller

[11:23] We have all experienced this. Think back to a time when you were in flow. What were you doing? What were you thinking about? Did you dismiss it? Did it feel hard? Okay, I'm gonna guess it did not feel hard. And again, a lot of time, we just kind of dismiss this. Like, it's a thing that just happened some of the time, I am telling you, to intentionally dial those things in and intentionally get you into that place, mental place. Because when you do that, everything becomes more fun. And when you create a business, and an offer suite of hell yes, in the flow, your whole world around your business becomes one awesome party. And then you get to wake up every day and wonder how the hell you get to be the you that's you doing the work you get to do in this world. You feel like you have hit the jackpot. And I'm here to tell you, you have because you are meant to thrive and have fun. It's not an option. It's what you're here to do. And you can do that and have an awesome business and make profits and have a great team and not be working yourself to death. If you get yourself into that flow with your hell yes, and you really make it an intentional part of your business every single day.

Jessica Miller

[12:46] And last but not least, but nearest and dearest to my heart, is that the hell yes is an essential part of your offer. So, if you have heard me talk about my hell yes offer framework, you have heard me talk about the three pieces of a hell yes offer.

Jessica Miller

[13:08] Number one, it calls in your people. The offer is optimized to your ideal client, it calls them in, it talks about the problem they're experiencing, it cuts through all the noise and speaks directly to them.

Jessica Miller

[13:21] The second piece is it gives a compelling solution to that problem. It is hand crafted to give your ideal client exactly what they want to solve that problem. It is binge worthy. It's like it gives people what they really want.

Jessica Miller

[13:37] And third, and most importantly, it dials in your hell yes. And it starts with your hell yes. We need to create hell yes offers that start with what we are super passionate about. We need to craft it to speak to the other people who are passionate about it and have a problem that we can solve with that offer. And we need to go out there and share it so we can call those people in. So the hell yes piece of creating offers, and especially irresistible magnetic hell yes offers, is that it starts with your hell yes energy. It weaves in all that you are, that you care about, that you are passionate about, into that offer so that it can then help the people that need the help. And the beautiful thing when you create something so customized like that, not only for your clients that you're going to help but for you, guess what you want to do? Tell every person about it. You want to be standing on the corner screaming about your hell yes offer because you are called to do this kind of work. You're called to help people with that problem. You're called to tell them about the solution that you have that is uniquely you that's going to get them out of pain and move them toward what they want.

Jessica Miller

[14:58] So the hell yes piece of the offer is so important. And I will tell you, it is number one, the number one piece that resonates with any clients that I work with. It's the piece that often I would say 99% of people leave out of the equation. They've got offers, they're good offers, but they're really not that exciting to them. And I don't know about you, but I don't buy, or want to even be around, a boring offer. So don't be the person out there humming along in their business, selling boring offers. Be the person that steps into that hell yes and creates an offer that's going to help the people that need it from that place of passion and desire. And, frankly, a whole lot of energy to help get it out there. Those are what we need more of, and your unique energy and your unique hell yes, is a differentiator. And it's what makes that offer uniquely you. And it's what people are drawn to. And a business built around a hell yes offer is unstoppable. It really puts you in the driver's seat. And from a practical perspective, it is the thing that sets all the other things in your business in motion.

Jessica Miller

[16:20] When you have an optimized hell yes offer, guess what happens? Your marketing is dialed in, your messaging becomes clear, the person in your target market is clear and dialed in, your lead magnet falls into place, your follow up falls into place, the things you talk about on social media fall into place, your podcast topics fall into place. It's like the silver bullet, because it becomes so crystal clear and intentional and on point that it informs all of the rest of your business, both from a very practical perspective. Like all of those things fall in line, all the things that are not aligned with that fall away, but it also dials it in energetically. And we are emotional beings. So there is a very emotional component that is part of the whole equation. And then we want to lead our customers through a very streamlined and easy and sequential pathway to make it easy for them to buy our offers and the things in our business. And so it does that too.

Jessica Miller

[17:20] So if you want a business that thrives, if you want it to feel good, if you want to be doing your life's work, you need to incorporate hell yes into your business. It needs to be part of the business plan, and not just from an intangible perspective. Although I am here to tell you it's so much more fun to talk about anything related to hell yes. Whether it's my offers, my business, my podcast, it's the best. But also from a very practical perspective, it makes your business more efficient. It makes it more alluring, it calls people in, it just makes the whole puzzle in flow, and fun, and just awesome. Which is, at the end of the day, the point, right? That's why we became entrepreneurs.

Jessica Miller

[18:02] So just to recap, why should hell yes be a practical piece of your business? What are the practical applications of hell yes in your business?

Jessica Miller

[18:13] Number one, it informs your business and where you should be focusing hell yes and your desires. They are a NorthStar. They are calling you to where, I believe, your life's work is.

Jessica Miller

[18:24] Number two, it calls in your people. Energy is contagious. Hell yes energy is unstoppable. It cuts through the noise, and it calls in specifically your ideal customer. The people who are vibing at that level with you, from a very practical perspective, it's pulling them in. And those are the people that you want to be working with in your business.

Jessica Miller

[18:43] Number three, it puts you in flow. It feels amazing to be in hell yes energy. I love doing this work, and I love talking about it because it feels so good. And not just for me, for my clients. I watch them, I can see you on the screen when I talk to all of you, or when I'm in a, you know, in front of an audience or whenever I watch people when they dial into their hell yes. And they get in flow. It's like they light up. And that's where you want to be. That's where you want to be doing the work and creating from that place. It makes everything that you create after that so powerful. So powerful.

Jessica Miller

[19:18] And last but not least, it is an essential part of your offers. The hell yes offer framework is so crucial. And again, it consists of three things. Number one, your highest offer calls in your audience, calls in your people. It is fine-tuned and optimized to the people you want to work with. Two, it gives a compelling solution. It's not boring. It's not ho hum. It's helping people solve a problem with something they really, really want. And then most importantly, it starts with your hell yes. It starts with your hell yes. So when you create or optimize your offers for hell yes, everything else in the ecosystem of your business falls into place. Your marketing gets easier and clearer. Your messaging gets clearer. You know what lead magnet to use, you know what, you know, social media posts to put out there, podcast, whatever. The whole ecosystem of your business becomes hell yes. And what is the point of being an entrepreneur if you don't get to go out there and shine your light, and do your work in the world from hell yes. You are meant to thrive, you are meant to be touching the things and the people that are hell yes for you, and making a lot of money and having a lot of fun. And it's not either, or it is both.

Jessica Miller

[20:33] So I'm gonna go right on my soapbox and say this. If you're not in hell yes, and you're not having fun, and you're not making money, you're doing it wrong. You're doing it wrong. And I say that with love. And I say it from a place where I designed a business in the beginning, based on what I thought was logical, and it was amazing. And I did great things with it. And then I realized what I really liked to do, and the work that I really wanted to, and I just dialed that up. And let me tell you, my whole life changed, my business changed, and my results that I got for people and help them get, changed. So you too, can have hell yes, you can. It's there. And it's all about infusing it into your business, and creating these results in a very practical way by utilizing it.

Jessica Miller

[21:20] I also want to offer that if you're a business owner, and you're listening to this, and you're not sure if your offers or your business are optimized for hell yes, I want to invite you to go to my website, www.JessicaMillercoaching.com, and right on the front page is the offer optimization scorecard. When you click on that scorecard, you fill out a short number of questions. And what it's going to tell you immediately is your offer optimized for hell yes. And through that you can see, you can get that

barometer of where you're at. And regardless of what it tells you, right, there's no right or wrong. There's just going to give you some data. It's going to tell you some steps that you can go and optimize for hell yes right away. Do not hesitate to go there right now. And even if you think you are in hell yes, go there anyway, because it's so awesome to see the validation that your, this is hell yes, your business is hell yes, you're doing all the things, but it will spit you out a report that tells you where you're at. And it also gives you some very practical and easy steps for you to take it to the next level if there's some areas where you can just tighten it up. It's an awesome scorecard. It's super valuable for anyone that uses it. And it's part of how I can help you right now. Really incorporate that hell yes into your business in a practical way in one of the most important pieces of your business that I think create the biggest pieces of growth, which is your offer.

Jessica Miller

[22:50] So again, go to www.JessicaMillercoaching.com. Check out that offer optimization scorecard, and start right now incorporating your hell yes into your pitches on a whole new level and watch your results, your energy, and your clients soar. Until next week, everyone, have an awesome week.