

Episode 14 - Sales Series: Unpopular Opinion | Stop Glamorizing \$10K Months

[00:00:00] This whole episode is gonna be really breaking down why you should stop glamorizing and buying into the narrative of hitting 10K months and how it is the end all be all \$10,000 months, and that might be a little triggering. That might be a little offensive or off-putting if you are nowhere near that right now, or you are just really banking on that and you've been sold that narrative time and time and time again about hitting \$10,000 months.

I'm Natasha Zoryk, two-time founder and self-made millionaire. This podcast is home to female founders, creatives, and changemakers. If you are aspiring to think bigger and earn bigger, then you're in the right place. Get ready to tune into some honest takes on this crazy journey we call entrepreneurship.

Hello and welcome back to Tash Talks and welcome back to the sales series. We are in episode [00:01:00] three. In this I'm, it's probably gonna be five parts, not sure. Maybe I'll throw in another one, or maybe two. Who knows? But welcome back. Today's episode is going to ruffle some feathers. I know I said that in the last one, but I'm gonna say it again.

And if you can't tell from the topic, this might be an unpopular opinion because this whole episode is gonna be really breaking down why you should stop glamorizing and buying into the narrative of hitting 10K months and how it is the end all be all \$10,000 months. And that might be a little triggering.

That might be a little offensive or off-putting if you are nowhere near that right now or you are just really banking on that and you've been sold that narrative time and time and time again about hitting \$10,000 months. I just wanna do like a little disclaimer and a little preface. Is that incredible?

Yes. Is this primarily beyond the monthly income from most nine to five jobs? Yes, but you aren't a nine to five. You don't [00:02:00] have a glass ceiling over your head, no cap. So why are you placing a ceiling on yourself? Right. I want you to think bigger. I want you to stretch. I want you to be audacious because you are inherently playing small when you buy into this narrative, and I just don't want that for you.

And this is coming from someone who glamorized \$10,000 months at the beginning too, because money mindset, right? The shift in perspective. But there's so much more out there for you, I promise. So let's get into it. And like I said, I might ruffle some feathers here, but honestly, I wanna ask you a question.

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I really wanna ask you a question. Why is this the benchmark? Is it coming from you or is it coming from the narrative that is shoved lit? I always say this, you've been water boarded, you've been water boarded. This method, this end all be all goal, to the point where you're like, this has to be it. It's so shoved into your face.

So is it coming from you or is it coming from someone else in the industry? Because I can't, I, I just, [00:03:00] it, it just irks me. It just irks me at this point for where I'm at and where I see things and the true reality of where things can go. All I see when people glamorize \$10,000 months, I just see this as a glass ceiling that's over your head that you're putting there.

And so in a way, you're setting yourself up for failure in some ways because you're not thinking bigger, you're not pushing the envelope. Try hiring a really good team, with just 10k months, right? Try hiring a team. It's not gonna happen. Inflation in today's economy, you are gonna burn through that, especially geographically.

If you are in New York or you are in San Diego, you know them places, they be expensive if, if you're in Toronto, Canada. Good luck, girlypop. It is just too much. Okay, groceries. Why are vegetables so damn expensive now? You know what I mean? Like eggs. I even saw my OBM post that on her story. Why are eggs \$10 now?

It's giving insanity. So back to [00:04:00] the point here. Try hiring a team. Try really scaling, try taking time off. You're gonna be stressed after taxes too. 10 K months is not looking real cute. I don't know about you, but Canada is disrespectful with their taxes. I know a lot of places around the world are as well, so try taking time off and after taxes, let's be real.

It's really your scraping the barrel. Bluntly put, I was at a phase for months, months back in 2019 where all I made was 10k months. Maybe a little, little bit less sometimes, cuz it fluctuates. Let's be real, but maybe a little bit higher. But the base was 10,000. And yes, it was so incredible at the time.

Crazy mind blowing. It was beautiful. It's what I wanted to manifest since 2017. But looking back and looking where I am now, thank God I didn't stay focusing on that. And I raised the standard for myself, for my clients, and for the industry. All you are doing when you make \$10,000 months, your cap. Your [00:05:00] glass ceiling.

Cuz again, let's face it, that is what it is, your goal, however you wanna phrase it. All you're doing is putting yourself in a restricted box. You're dimming your light, you're thinking small, you're playing small, you're burning yourself out, or you will, and you're staying comfortable. You can think way, way, way, way, way, way bigger.

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I went from \$10,000 months. To a hundred thousand dollars months cash, six figure months is my benchmark for cash. I promise if you remove yourself from this small and unsupportive box, because that is what it is. New ideas, bigger ideas, creativity, and doors will open for you at a rate that you never, ever, ever could have imagined before.

You will evolve into way, way, way more than you are now. Your role will adapt into the coolest, most fulfilling ways. And guess what? The [00:06:00] money will flow. It will be a byproduct of this audacious daring energy that you're putting out into the world, into the industry, into your mission, into your legacy. So here is your homework.

Write out your suite, the, the offerings, whatever you have the prices, and reverse engineer it. See what the possible monthly income is right now, right here with what you got. What are you working with now instead of making X amount of income per month, the goal. Let the dreamer in you go wild. Let it just run free.

Create a new offer. Throw in maybe a higher ticket one, add in some upsells, some trip wires, some backend marketing, right? Some backend selling. Increase your one-on-one prices because we want that exclusivity. And then maybe it's probably been, I'm gonna bank. It's been some time since you've increased your prices.

Do it. It's never a perfect time to increase them. Just do it. And I'm not saying go from 2K per month to \$10,000 a month. I'm saying be [00:07:00] realistic. But if it's been about four to six months since you've increased your prices, you have worked with new clients, you've gone through incredible situations, you have built up your skillset, it is time to do a little increase.

That is okay. Okay? I'm giving you your permission slip right here, right now, and maybe eliminate the time suck or outsource it in your suite. Maybe an offer isn't the big cash cow, if you wanna say, are generating much. And you actually don't love it either Delegate 50 50 or completely eliminate it and then replenish it again with a higher ticket or something that is more scalable.

Watch your income, evolve and grow. Also, source inspo and income outside of your service. So what do I mean by that? Add in some affiliate marketing, add in speaking, add in partnership, sponsorships. Get crafty. Be the public figure. Don't just be the one rolling niche you're in. Be a true public figure now, not when you are one, right?

That's how you get there. So I want you to stop looking at \$10,000 as your bare minimum, okay? [00:08:00] And stop making that. Or the end all, be all, I should say. Stop making \$10,000 a month the shiny goal. You are literally hindering bigger ideas. You're also, whether

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you realize it or not, When you make that the big goal, you are going to charge accordingly to hit that goal.

So you're actually devaluing yourself and doing your clients a disservice cuz you're either gonna take on too much and then you're gonna lead to burnout. You are not focusing on quality over quantity. So when you actually price accordingly and you don't price it into the small box of \$10,000 months, you're going to evolve, grow, and charge, and really call in the right people.

It's a whole mindset shift, and if you would've been talking to 2019 Tash, this would be an entirely different conversation. But that is the whole reason as to why I'm sitting down and recording this and really trying to open up your mind. Maybe you are in that position where I was, or maybe you're closer to where I am now, or where a lot of people are, but you need that permission slip or you need that little, you know, awakening.

You need that little pep [00:09:00] talk. You need some of the strategy that I'm hitting home to right now, maybe you need someone to come like shatter that glass ceiling that you've subconsciously and unintentionally put over yourself. If people didn't break my glass ceiling that I kept putting on myself because of limiting beliefs or just what the industry put on, but if there was that one person who shared those crazy money wins back then, I wouldn't be where I am today.

So I hope I can be that for you. I hope that I can show you that there's so much more out there for you, and I want you to think bigger. I want you to stretch. I want you to be audacious because again, the moral of the story here. Stop playing small in the small minded narrative. Okay. This is a small minded narrative that the industry is continuously pushing and I, I just, I don't buy into it and I really hope you don't.

And I will add this point again. Yes, it is amazing to make \$10,000 per month. Yes, it is an accomplishment. I want to applaud you for that. I wanna take a moment of huge appreciation if you are hitting that, if that is your goal or has been your goal. [00:10:00] Yes, it is way beyond the monthly income from most people, from most nine to five jobs.

But I wanna bring it back to this point. You aren't in a nine to five job. You are not most people. You do not have a glass ceiling. You do not need to climb the corporate ladder. You do not have a cap. So again, I'll say this, why are you placing that ceiling and that cap on yourself? Be audacious, think bigger.

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Do not glamorize those \$10,000 months. Push the envelope because you are going to serve on a bigger capacity. You are gonna help on a bigger capacity. You are doing not only yourself, but your clients a disservice. Cuz I know, I know if you're tuning into Tash Talks and you are tapped into my world, you have a big heart, you have a whole lot of integrity and you have so much passion in the work that you do.

So it is time to really lean into that. Right now I wanna take a moment to do a little plug yet again on the Sales Expert Minimind. I am running my yearly minimind. That is the fan fave. It is an eight [00:11:00] week sales psychology driven people first approach to sales. It is the modern way to sell. And it is going to help you tap into your buyers, your unique brilliance, your unique messaging.

It's gonna help you build those communication skills. It's gonna help you become very, very savvy and aware to who, why, and how your buyers are buying, how you can shift the energy. It's gonna instill true confidence and deep understanding. And why? These elements and sales processes are converting or not converting.

Data is power and data-driven strategies are a no-brainer in 2023 and beyond. They've always been a no-brainer. I just think the space needs some time to catch up, so I'm here to do that. The ROI is insane in the mini mind. I'm gonna put it on a highlight on my Instagram. You can go binge. I'm very active on my stories.

The application will be linked in the show notes. The application is linked on my Instagram. It's on my website. I am welcoming in 20 beautiful souls into this. We always sell out and sell out pretty quick for this. So if you [00:12:00] wanna see if you're a good fit, then come join. And I will say this, I'll preface.

It's really not for the beginner. Beginner. I want you to have a decent footing. It's for the person who's a service pro coach, consultant. You can be a creative designer. I, I'm not a mentor just for mentors. I mentor people in the online space. If you're a service pro, this is for you. If you have, you know, your niche figured out, you've made some sales, but you wanna add fuel to your existing fire, this is for you.

It's really, really, really gonna be so nourishing, empowering, and bring, again, I know it's like a cliché word, but that confidence is gonna be instilled within you and. Your audience, they're gonna be confident in you. They're gonna see a shift. I see that with all the alumni girls that go through this. I'm very passionate about this topic.

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So yeah, if you wanna join in on that Journey link is there for the application here. Instagram follow along. I'm talking about it pretty much every day on my stories right now. We are gonna be starting mid-May. So yeah, I hope to see you there. I hope to see your application roll through and I will see you in the [00:13:00] next episode within the sales series. Bye.

Thank you for listening to the Tash Talks podcast. My name is Natasha Zoryk and I encourage you to be an audacious leader in both your life and business. If you love tuning in, please leave us a review on Apple Podcasts and follow along at www.natashazoryk.com/podcast and over on Instagram @natasha.zoryk. See you soon.